

ASSIGNMENT No. 2 (INDIVIDUAL)
(Last date for submission: 12th December, 2018)

Sohar University
Faculty of Business
BUMG 4102- Public Relations

Total Marks= 60

Break up of Marks -Write up = 40 marks; Presentation (Q&A) = 20 marks

Dear All,

You are expected to work on this assignment individually. As discussed in the class, you have to follow the process of explicit referencing following the APA Style. You are required to use online resources along with other sources of secondary data and submit the assignment using the Turnitin. You can always consult me if you face any problem in accessing Turnitin. Please be careful of plagiarism as any serious evidence of that sort might lead to a zero grade in the assessment, if established.

Write up (40 Marks)

Assume that you work for a public relations (PR) agency that creates public relations campaign for profit or not-for-profit organizations in Oman. Identify any organisation in Oman and its public relation need and propose a PR strategy and an implementation plan for the organization. The proposal should include a realistic strategy and its implementation plan to promote a product, service or a social cause. The proposal must state clearly the major goals and how the agency would implement the strategy/campaign to benefit the target organization.

You are required to prepare a detailed PR campaign proposal for the organization, which includes:

1. **Executive Summary**
2. **Background of the problem** - This should include a brief History of PR in Oman and the organization, the case statement specifying the major aims of the campaign. It should refer to the audiences, existing research, the organization's position, and the desired goals.
3. **Preparing the proposal**
 - Situational Analysis- description and challenge as it currently exists, including background on how the situation reached its present state.
 - Scope of Assignment- Description and nature of assignment: What the public relations program will attempt to do.
 - Goals and Objectives- Must define what its public relations goals will be, and the only good goals are ones that can be measured. They should be SMART.
 - Target Audiences- specific targets identified and divided into manageable groups

- Research Methods- specific research approach to be used.
 - Key Messages- specific selected appeals: What we want to tell our audiences? How do we want them to feel about us? What do we want them to do?
 - Communication Vehicles- Communication devices to be used.
 - Project team- Key players who will participate in the program.
 - Timing and fees- a timetable with proposed costs identified.
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4. **Implementing the plan-** It should include time chart specifying when each action will take place. Specific activities should be defined and people should be assigned to them and deadlines should also be established.
5. **A mechanism for evaluating the campaign-** To find out whether the plan worked, evaluation methods will be defined here.
- Did we implement the activities we proposed?
 - Did we receive appropriate public recognition for our efforts?
 - Did attitude change.
6. **Prepare a draft news release for the campaign.**

Maximum words (2000)

Adapted from: Seitel, F. P. (2014). Management. In *The practice of Public Relations* (pp. 89-106). USA: Pearson

GENERAL GUIDELINES FOR WRITTEN ASSIGNMENT

The assignment should have:

A Cover page: The cover sheet must include the following information:

- Student ID (No name);
- The course title and code;
- The submission deadline date;
- The course coordinator name

Fonts

- Times New Roman
- No coloured backgrounds.
- 12 point for the body and 14 for headings.

Spacing

- Use 1.5 spacing and 1.5 margins.
- Justify your work

Headings

- Use bold for headings. No underlining or italics.

Numbering

- Number all pages except for the cover page.
- Tables and figures (if included) must be numbered and clearly labelled.
- Reference list must not be numbered.

Word count

Total words 2000

Please don't include the cover page, reference list and appendices in the word count.

Reference list

The reference list will come at the end of the assignment, and should start from a new page labelled as 'References'. Use APA style.

Grading

Your written assignment will be graded using the Written Assignment Rubric. Please review and keep it in mind as you prepare your assignment.

Appendices

For supplements or compliments or too long information that cannot be included in the body of assignment please use Appendices

Start each appendix (if applicable) from a new page. Please label Appendix as Appendix A, Appendix B etc.

Visual Presentation of the written assignment (20 marks)

GENERAL GUIDELINES FOR THE PRESENTATION (Q&A)

The presentation will be followed by question answer session and will be limited to 15 minutes. The student is advised to use limited number of slides with limited words. Overcrowded slides will be negatively marked.

The visuals should support the spoken words and be chosen carefully. The slides should help to emphasize important points, clarify ideas, show relationships, and provide the visual information to the audience so that they understand the message.

The following are general guidelines.

- Keep the slides clear and simple.
- Limit using too many colours.
- Use simple graphics.
- Use a minimum of words for text and title frames.
- Use different font size for headings and subheadings.
- Don't use more than three font sizes per slide.
- Maintain the same or similar font size.
- Instead of all capital letters use upper and lower case letters.
- Avoid series of slides that just repeat what you are saying.

Once the slides are complete, practice the presentation.