

## A. ASSIGNMENT SUMMARY:

*In this section, we will revisit the assignment's expectations and the steps necessary to complete the assignment effectively.*

1. Assessed criteria:

- Incorporating multiple theories to strategic communication and PR planning
- Juxtapose alternative strategic schemes in the nuanced environment of PR
- Construct insightful and creative solutions to imagined briefs

2. Assignment details:

- *Requirement:* Reflect on personal experience and lessons learnt from their work in assignment 2
- *Format:* 600-word reflection essay
- *Objective:*
  - The essay should follow the [reflective essay structure](#) (the DIEP model)
  - Incorporate a minimum of 4 credible sources, 2 of which must be academic
- *Suggested assignment structure:* follow the DIEP format
  - Describe
  - Interpret
  - Evaluate
  - Plan

