

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

B. REFERENCES:

Beattie A, Kelly RC and Munichiello K (2022) *The Pitfalls of Porter's Five Forces*, Investopedia website, accessed 9 December 2023. <https://www.investopedia.com/articles/investing/103116/pitfalls-porters-5-forces.asp>