

B. DETAILED OUTLINE:

In this step, we will discuss in detail each component and its requirements within the assignment.

1. ADDING SOURCES TO YOUR REFLECTIVE ESSAY:

Normally, a reflective essay would not require the involvement of scholarly sources. Nevertheless, when one asks that of you, there are several tips on how to deliver on it smoothly:

- Only use your sources in the Interpret and Evaluation sections. The Describe and Plan segments are where you either purely report on what knowledge you've gathered or draw up personal goals. Therefore, they are not as comfortable to insert sources into as the other two.
- Calling out the specific aspect you've learnt is key to providing evidence in a genuine way. Some areas you can name the details are teamwork, communication, academic frameworks, course concepts and presentation skill. For instance, you've garnered a better understanding of Porter's five forces model; you should demonstrate this by displaying what new or exciting information you've been able to soak up.

TIPS: Knowing the difference between Interpret and Evaluate is pivotal. Interpretation means answering the question: how you understand this concept and how this concept interlinks with others introduced within the course, whereas evaluation translates to: how this concept is valuable to you and how it will change the way you process/review/adapt things. Learn more about them in the DIEP strategy handout on RMIT Learning Lab.

- Your team's work on the situational and stakeholder analyses must be elaborated on in this reflection. As a result, how you've researched and composed these analyses should be mentioned throughout the essay as one component beside other aspects that you've learnt. For this notion, keep referring back to the academic frameworks you've applied (PESTLE, SWOT, Porter's five forces, Smith's models, etc.) with scholarly sources.

2. THE INSIGHT:

You can treat this as an introduction to your essay. This part ideally consists of two sentences, referring to the importance of reflection as you arrive at the end of your course and your thesis statement, which should mention the aspects that will appear later in your essay.

An example insight/introduction paragraph is as follows:

Example: As [name of course]'s second assignment wraps up, it is vital for a Professional Communication and future marketing practitioner like myself to reflect on my journey of creating a

PR campaign. This reflective essay will feature key concepts I learnt in class, my personal learning experience, its meaning in a general sense as well as my plans for future development.

3. DESCRIBE:

In this section, touch on 2-3 aspects that you've learnt or practiced during your time producing the campaign. For this assignment, it is recommended that you choose one aspect that relates to the theoretical frameworks you've applied, and one reflecting either a soft or hard skill you've been able to demonstrate. The following structure should help:

- *Aspect #1: theoretical model applied*
 - This is where you can demonstrate the aforementioned way of applying scholarly sources in your essay.
 - **Example:** Throughout the course, there were a plethora of theoretical frameworks introduced to students as the class attempted to incorporate these models into their campaigns. Personally, I found Porter's five forces analysis model the most critical in our research process as it navigated the basis of the chosen organization's industry and its nature. First introduced to students of the course in week X, the concept is used as an inspection method into the dynamics of an industry [insert source]. As the name suggests, it maps out five influential aspects in determining an organization's working environment, thus enabling PR practitioners like me to have a strong grasp of an industry's inner workings and make informed decisions regarding communicative problems [insert source].
- *Aspect #2: learning experience (soft/hard skill)*
 - Example: On the other hand, this collaborative assignment also allowed me to improve my professional skill set, most notably my soft skills. In particular, my time as a team leader has trained my project management skill, making me a valuable member of the team, shown through task allocation, time management and an overall professional work ethic. As claimed by X (2022), project management is pivotal to the accomplishment of a task, especially those that require a joint effort from multiple members within a team. Previously, I reckoned that being a leading figure in charge of ushering others on their assignments was not a role that I could embrace due to my introverted and calm personality. This time as I grew into this role, I understood that managing a campaign demands a multitude of expertise such as quality management, project execution and time monitoring - all of which I did not previously acknowledge as parts of this skill.

4. INTERPRET:

For each of your points mentioned in the Describe segment, make an interpretation for them. Some examples are given below:

- *Aspect #1:*
 - Structure:
 - + Opening sentence: restate the importance of your chosen point.
 - + Next 2-3 sentences: elaborate on the meaning and impact of your point and what you did not know before learning about it.
 - + 2 concluding sentences: rebuttal (naming the possible downsides) or real-life application relating to your knowledge
 - **Example:** Throughout the production process of this campaign, I came to realize the relevance and significance of Porter's five forces analysis model. While the bargaining prowess of suppliers and customers prove to be frontrunners in their impacts, threats from new entrants, substitutes and external competition can be severely harmful to an organization if overlooked. The last three aspects I did not think of when I first learnt how to understand a company. Furthermore, the rise of new competitors in the industry, which is determined by economic barriers, distributive channels and government policies, can pose a medium to significant level of threat toward already established firms [insert academic source]. However, from my research experience for this assignment, the model encounters several hindsight, noticeably its rather static composition. The five elements do not take into account modern external influences such as technological advancements, namely AI, thus making the framework less effective for long-term campaigns (Beattie et al. 2022).
- *Aspect #2:*
 - Structure:
 - + Opening sentence: restate the importance of your chosen skill.
 - + Next 2-3 sentences: explain how you understand the skill to be (why do people praise this skill, what other skills is this skill connected to, etc.)
 - **Example:** For my journey in constructing a communication campaign, I have put into practice my project management skill the most and thus gained a valuable scope into the significance of this skill in a professional work setting. In particular, I strongly believe that this ability is the driving force that empowers other skills to work in tandem, contributing towards a common goal. Without the presence of a project coordinator, industrial skills such as designing, content production or budget planning would not be able to cooperate and deliver a comprehensive, persuasive result. In the case of our group, I have demonstrated this notion via thorough discussion with my teammates on how to adjust everyone's talent and ensure deadlines were satisfied. Moreover, I can now comprehend that to be a project manager is to garner a mastery

of multiple skills rather than having just an innate tendency to become one. From managing various components like expenditure, time, quality and risk to communicating with colleagues on execution, scope and aesthetics, project coordination demands a broad-minded outlook on the general gist of a campaign.

5. EVALUATE:

- Structure:
 - 2 opening sentences: state the values regarding the aspect's usefulness.
 - Next 1-2 sentences: identify benefits and advantages that the aspect presents to you.
 - 1-2 concluding sentences: State any intention you have in digging deeper into the concept

- **Example:**

This newfound knowledge of project management proves to be substantial to me in a number of ways. Firstly it will divert my approach to group work in the future to a more outward, purpose-driven character. Having displayed my potential as a team leader for this assignment, I trust in my peer-reviewed ability to improve on all necessary aspects to become an established project coordinator. In addition, I understand that project management is essential because it supports the completion of a project through structure, discipline and strategic alignment. Not only that, but the application of this specific skill knows no boundary - a project manager can accomplish success in every field of work he or she desires to. In the competitive world of public relations, marketing and communication, a practitioner with project management skill would do well in establishing harmonious connections with colleagues besides producing quality and punctual work, leading to a professional and experience-filled setting. Having realized this skill's significance, I intend to explore scholarly sources regarding prominent managers to learn more from them.

6. PLAN:

A detailed structure for this part is as follows:

- Introducing your future plan for your career: 1 sentence
- Establishing the premise of how your acquired knowledge/expertise will help you deliver on that plan: 2-3 sentences
- Opening up about how the skill helps you in your general daily life: 1 sentence

C. 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>

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