

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
- Research and comprehend client scenario through tools introduced in classes
- Juxtapose alternative strategic schemes in the nuanced environment of PR
- Construct insightful and creative solutions to imagined briefs

2. Assignment details:

- *Requirement:* Produce a strategic communication plan to solve a client's communicative issues in the previous assignment.
- *Format:* Presentation of 30 or less slides (also called a pitch deck)
- *Objective:* "Interpret, research, analyze a communication scenario as well as to offer creative and insightful planning recommendations in an appropriate format".
- *Suggested tools:* Canva and InDesign for illustration and design; Canva or PowerPoint for pitch deck composition
- *Suggested assignment structure:*
 - Cover slide (1 slide)
 - Team members: photos, names, roles and responsibilities (1 slide)
 - Agenda/Table of Content (1 slide)
 - Executive summary/Introduction (1-2 slides)
 - Background information (1-2 slides)
 - Research:
 - + Situational analysis (PESTLE/Five approaches to strategy/Porter's 5 forces) (1-2 slides)
 - + Organizational analysis (SWOT/ (1 slide)
 - + Public analysis (+ target audience) (1-2)
 - Problem statement/Opportunity (1)
 - Goals, objectives (2)
 - Key message (1)
 - Tactics (5-7, adjust as suitable)

- Budget (1)
- Campaign timeline (if applicable) (1)
- Evaluation methods (1)
- Issue management (optional) (1)
- Ending slide (1)
- References

