



597 Communications Component: Writing Assignment 3

In your final assignment you will write a memo describing your how your company can have a positive impact on an issue facing society. This is a chance to suggest directions in thought leadership for your company that could set them apart from competitors.

While it might be difficult to “solve” a problem, at minimum you can identify and use the company’s strengths to engage with the problem. As an example, see Tim Cook’s (CEO of Apple) article on the steps needed to protect consumer’s privacy: <https://appleinsider.com/articles/19/01/17/tim-cook-renews-call-to-congress-for-federal-data-privacy-law-reforms-suggests-data-broker-clearinghouse>

Your proposal should examine an issue that needs a new approach. This issue can be specific to your field or can be one that has global impact (e.g. reducing the company’s carbon footprint, artificial intelligence/automation and its effect on society, creating a virtuous circle for recycling technology products, protecting online privacy).

Develop your topic from your research (use at least 3 sources, 2 from 2021-2022). The expectation is that your suggestions will provide a stance for your company to generate further discussion in the industry.

Suggested Structure

1. Summary paragraph of your proposed idea
2. Examination of issue and its impact, based on research (at least 3 sources)
3. Brief summary of thinking on the topic (to provide context and support for your proposed solutions). You need to read a few articles to learn about the main debates and challenges

4. Discussion of your suggestions (incorporating the information from your sources)
5. Closing paragraph that summarizes your proposal and shows benefit for company

Final Elements

- Include the Statement of Originality
- Length: approximately two pages (roughly 700-1000 words), addressed to your supervisor, Jatinder Singh
- Use memo formatting: informative headings, single-spaced short paragraphs, no indent on first line, skip a line between paragraphs
- Provide citations for your sources. Use the format you prefer for referencing your sources and include a bibliography. **You need 3 credible references (standard sources), 2 from 2021-2022.**

Contact your grading consultant if you have an issue turning in this assignment on time and request an extension (before the due date)