**MSJ 11345: Created Private Media**

**Final group project guideline**

* Select an organization
* Identify one internal stakeholder (**employee, investor, board members**) and one external stakeholders (**customer, local community, government**)
* Prepare PR materials for selected internal and external stakeholders. Total two PR materials. One material for internal stakeholder and one material for external stakeholder).
* Along with the PR material, you must submit a report regarding producing the PR materials which should cover the content, justification, all technical issues regarding production/ document, industry trends, a SWOT analysis of your production/ document, budget, implementation, any policy (legal issues) you may consider. **Each group will submit one hard copy and one of the group member send the soft copy through email.**
* **Sample media: In house journals, newsletter, brochure, magazines, documentary, advertisement, corporate video, websites etc.**
* Report: Pages: 8-10 (Excluding bibliography)

Double space, Font: Times new roman 12

Deadline: Day of Final

Presentation: Day of Final. Presentation will be based on the report