In this course, students try to prepare a brief of PR campaign based on the strategic communication lecture materials. This assignment is designed to culminate students’ learning in this class. Students assume they are working for a public relations agency charged with creating a public relations campaign, which must include a realistic strategy and communicative goals for a real-life organization’s product, service or NGO issue/cause.

A campaign plan must include:

(1) Executive Summary

(2) Situation Analysis

(3) Target Audience and key stakeholders

(4) Goal

(5) Objectives

(6) Key Messages

(7) Strategies

(8) Tactics

(9) Risk Analysis

(10) Budget

(11) Monitoring and evaluating

Students should illustrate good knowledge of public relations theories and how they can be applied. Critical skills in planning and execution of a public relations campaign also must be showed.

Teams will discuss their campaign research plan with the instructor during the second week of the semester and begin conducting research immediately. The final research plan and results will be submitted to fulfill this assignment during the third week of the course. The purpose of this assignment is to demonstrate an understanding of conducting secondary research, critically assessing a situation based on research, and identifying, designing, and to the degree possible implementing primary research that should be conducted as part of the planning process.

This final campaign project (30% of the total grade) requires students to work in teams throughout the semester to research propose a public relations campaign. A written campaign document will be turned in and students will present (10% of the total grade) their campaign plan.