ALR103 PR Planning Assignment 2017

Section	Marking Criteria
Situation Analysis **10 marks**	The Situation Analysis must be broken up into three sections. **1. Background (2 marks)** Present a well-articled and well-written overview of the situation that identifies key target publics, the organisation you work for and demonstrates an understanding of the key PR issues. **2. Research (4 marks)** Write a clear overview of the research that needs to be conducted to gain a better understanding of the situation. Students must use correct research terminology. **3. Problem and/or Opportunity Statements (4 marks)** State PR problems/opportunities for the scenario. As a guide, there should be 2-4 statements. Students <u>must</u> use the format: *That (target public) thinks/feels/will/won't do something because….*
Objectives **5 marks**	Objectives must align with the problem/opportunity statements (i.e. if there are three problem/opportunity statements, there will need to be at least three objectives). There may be more objectives than problem/opportunity statements. Each objective needs to include: • A nominated amount/percentage of TP to inform/motivate (generally a higher percentage or number for informational than motivational) • Begin with "To…." • Include a date for achievement and a means of measurement • Measurement and timing should be appropriate for the scenario Do not refer to details of tactics in the objectives.
Target publics **5 marks**	Base this section on the six questions from the Study Guide. The most important question is, "What is in the target public's self-interest?" Try to draw from Maslow's hierarchy of needs in this section. Do not write the full question in your plan. Provide the responses to the questions only. Include the same target publics as mentioned in the problem/opportunity statements.

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Strategy and Key Messages **10 marks**	This should be broken into two segments: **1. Strategy concept statement/s (5 marks)** Demonstrate understanding that the strategy is about <u>how</u> PR practitioners will appeal to the target publics to reach objectives. Do not refer to tactics. A motivational strategy might look like this: *"My persuasive strategy concept is to change/reinforce an existing opinion/crystallise a latent belief of (target public). I will demonstrate that (what I want my target public to do/believe) is in their self-interest because….."* **2. Key messages (5 marks)** Key messages should align with the strategy concept statement. • Write key messages as they will appear in tactics (but do not mention tactics) • Write key messages to meet the needs of the TPs. Avoid platitudes, slogans and condescending language. Advanced responses will include cognitive and motivational key messages.
Tactics **5 marks**	Demonstrate: • A clear understanding of PR tactics • Appropriate tactics for the scenario • Justification for choice of tactics
Evaluation **5 marks**	Demonstrate understanding of evaluative research: • Include appropriate research methods and consider initial <u>baseline research.</u> • Do not create fictitious outcomes; describe how success <u>will be</u> measured. • Correlate with the objectives. • Incorporate appropriate research terminology. Note: Outcomes such as "sales" should not be measured. Instead, focus on communication effects such as changes in attitudes.
Total: 40 marks	Spelling and grammar is important and will impact on your marks in each section. Referencing is not required in this assignment due to the fictional scenarios. However, if you do external research and incorporate this in your plan, use Harvard referencing to site your source.