

AMB263 Introduction to Public Relations

Assessment #2: Presentation and Client Feedback

Assessment Guide and CRA
(8-10 minutes, 30%, 1 May 2020)

This is a revised assessment guide created in response to the transition into online teaching due to COVID-19. The original assessment required students to come up with a response within 15 minutes. Although you are now given ten days to complete this assessment, please do **not** “overthink” or try to look for the real cases. If your solutions turn out to be the same as the responses from a real organisation, you could be marked down.

This assessment is **now an individual assessment**. You do **not** need to discuss this assessment with your classmates and can complete it at your own pace.

The pre-recorded videos for the W8-W12 lectures required for this assessment **will all be available on Echo360 on April 20**. The scenarios will be posted on Blackboard on the same day. Please check the “Assessment #2” folder under the “Assessment” tab to check which topic you will be presenting on:

- W8 Media Relations
- W9 Content Production
- W10 Stakeholder Engagement
- W11 Integrated Communications
- W12 Issues and Crises

Assessment #2 reflects the brainstorming and problem-solving activities undertaken when public relations (hereafter “PR”) consultants pitch for organisations to start new campaigns/programs or respond to situations on a day-to-day basis. It draws on the first module and relates to the second module.

In this assessment, you will present and discuss PR solutions to a fictional organisational scenario. Each week’s scenario will relate to the reading and lecture of the same week. This process will be modelled in the W7 lecture to support your understanding of the nature of the scenarios and the quality of the responses.

You will:

1. Watch the lecture on the topic you are assigned to **(available on Echo 360 on April 20)**.
2. Read the fictional organisational scenario (e.g., the organisation’s name, industry, mission, issue that has arisen, and the current situation that has led to the meeting) **(available on Blackboard on April 20)**.
3. Allow time for problem definition and brainstorming.
4. Need a computer, a webcam (with a microphone), and Internet access.
5. Need to have access to a video recording platform, such as iMovie, a phone app or Loom (Loom is now free for teachers and students with an .edu email account: <https://www.loom.com/blog/coronavirus-response>).
6. Present as an agency PR consultant or an in-house PR professional (and record it).
7. Upload it to a video platform (e.g., Loom or YouTube).
8. Provide a link to the video on a Word document and submit it via TurnItIn on Blackboard **by 11:59pm on May 1, 2020**.

Please do **not** amend the video after the submission deadline. Otherwise, it will become an invalid submission and you will receive zero for this assessment. Please do **not** delete the video until this semester is finished and you have received your final marks (and do not need to have your marks reviewed).

Overview of assessment task

Presenting as an in-house PR professional or an agency PR consultant

Based on your understanding of the scenario, you will deliver a short presentation that reflects (1) your interpretation of how the scenario presents a threat or an opportunity for the organisation (e.g., public-initiated public relations (PPR) problem or organisation-initiated public relations (OPR) problem), (2) your identification of the key publics, (3) the key message to be used and further research to be conducted, and (4) the tactics you recommend using. The decisions that you make should be based on the theoretical frameworks covered in class, reflecting organisation-public relationships (OPR) as the emphasis of PR practice.

NOTES

- On each topic, the lecture will provide examples of solutions suitable to the problems/issues related to the scenario.
- The results for this assessment will not be released until all presentations are completed in W13. You are **not** allowed to seek advice from the tutors regarding the fictional scenario you are given prior to the presentation.
- You are **not** allowed to use visual aids (such as PowerPoint) for your presentations.

Format

- (1) Identify why the scenario presents a threat or an opportunity for the organisation (e.g., public-initiated public relations (PPR) problem or organisation-initiated public relations (OPR) problem)
- (2) your identification of the key publics and justify why they have been chosen
- (3) Present your solutions including (i) the key message you want to present and (ii) the further research you would need to conduct
- (4) Present your solutions including the tactics (e.g., channels and content) you would use.
- (5) Summarise how your solution will address the PR problem and support the organisation's goals

Frequently Asked Questions (FAQs)

What should I do to prepare for the week I am presenting?

The lectures and tutorials this semester have all worked to prepare you for this assessment. To prepare, you should reflect on the key elements of the presentation (i.e., issue, publics, solutions and tactics, organisational goals) and familiarise yourself with the terminology and theories we have used in class. The lecture on the topic that you are presenting will also help provide you with an understanding of the PR context you will be operating in.

What theories / frameworks do we need to include in our presentation?

Throughout the semester you have been introduced to a range of theoretical frameworks that relate to PR. What we are looking for in your presentations is that you apply parts of these theories where relevant and use the correct terminology we expect PR pros to use.

AMB263 Introduction to Public Relations

Presentation and Client Feedback

30%

Grade	7	6	5	4	3/2/1
HO 2.2 Exercise independent judgement and initiative in adapting and applying knowledge and skills for effective planning, problem solving and decision making in diverse contexts.					
Initial problem-solving activity (20 marks) 5 marks for each section: Interpretation of the scenario Identification of key publics Proposed key message and research Proposed tactics	The ideas proposed show creative thinking and a critical understanding of public relations practice. They are justified by theory and cases.	The ideas proposed are creative and reflect a high understanding of public relations practice. They are justified by theory and cases.	The ideas proposed are relevant and reflect some creativity and a good understanding of public relations practice. They are justified but contain some gaps.	Some ideas are proposed but there are gaps and limitations in the understanding of public relations practice. They are justified with clear gaps.	Ideas proposed do not align to the problem and show limited relevance to public relations practice. They are not clearly justified.
PC 3.2 Use information literacy skills, and communicate effectively and professionally in oral forms, appropriate for diverse purposes and contexts.					
Professional oral presentation: Familiarity, interest (10 marks)	Shows strong familiarity with content with no reliance on notes. Includes relevant techniques that are genuine and executed effectively. Delivers presentation with genuine professional interest.	Shows good familiarity with content with limited reliance on notes. Includes relevant techniques that are mostly genuine and executed well. Delivers presentation with genuine professional interest.	Shows good familiarity with content with some reliance on notes. Includes relevant techniques that are mostly genuine and executed well but could make greater impact with more thought. Delivers presentation with some professional interest.	Shows some familiarity with content with heavy reliance on notes. Includes mostly relevant techniques but their execution is lacking, highlighting preparation gaps or inappropriate fit. Delivers presentation with some professional interest.	Shows little familiarity with content and fails to include relevant techniques to enhance content. Delivers presentation with limited genuine professional interest.