Final Project Description

Due Date: Monday, December 1, in class

Course Objectives Met by this Project:
- Apply public relations theory to real life examples.
- Explain the role of research, strategy, and planning in the public relations field.
- Demonstrate a broad knowledge of Public Relations topics.
- Explain to others what the public relations function is and how it works.

Other Value Met by this Project:
- Polished pieces for your portfolio
- Practice creating a PR package directed to a specific organization and purpose

Description:
For your final PR assignment, you will be putting together a PR package for an organization of your choice. You will need to research this organization and its needs to decide on the overall purpose of the PR package and what the organization's PR needs are. This package should contain at least 5 different submissions of your choice. You will need:
- a 1-2 page introduction to the package that briefly explains the purpose of the package, introduces the sections, and briefly justifies the sections (using what we've learned this semester)
- Five distinct sections for the package that aim to accomplish the overall purpose of the package and accomplish their own specific goals (i.e. a new audience or crisis management). These might include:
  - A design of a mobile app (there are free web sites that can help with this)
  - A clearly outlined print campaign with examples
  - A clearly outlined television campaign with an example (perhaps to boost public perception or simply get a name out there)
  - An outline of a social responsibility campaign
  - A full crisis communication kit (this would be useful for some organizations, big or small—i.e., SeaWorld)
  - A social media pitch (what social media site(s), why, the design, etc.)
  - 3-4 press releases that relate to other parts of the package
  - Anything else you come up with!

Rubric:

Introduction: - purpose of the package is clear - introduction is clearly aimed at the specific organization - each section that we'll see in the package is introduced - justification are made for the sections of the package using concepts learned this semester	**15**
Content: - each section is thorough and clear - each section is distinct and accomplishes its own goal while also	**45**

contributing to the overall goal of the package - the purpose of each section is explained (ex: in designing a mobile app, each part of the app has been thought out and what it accomplishes is explained) - designs and/or examples are included	
Style: - each section is concise and clear - proper AP style is used where necessary - each section has been clearly separated in the package	**20**
Creativity: - creativity has gone into the overall package and each section - a variety of tools has been used to contribute to the usefulness of the package	**20**
Total	**100**