

COMM 386R Public Relations

Marketing PR Proposal

November 2017

This assignment is intended to serve as a summative exercise for the major Marketing PR components (i.e. the final one-third) of the course. It builds on your understanding of Stakeholder Engagement and Reputation Management components from the earlier parts of the course.

The purpose of this assignment is to give you practice in applying the concepts, tools, and frameworks of marketing PR to a real-world scenario and to enrich your understanding of the strategic potential of PR to achieve outcomes such as enhancing an organization's brand, growing its revenues, and expanding its market base.

This assignment is worth 20% of your course mark. You may choose to complete this assignment either individually or in a self-selected pair.

This assignment is due in PDF format to the assignment dropbox on Connect by 6 pm on Sunday, December 10. One submission per pair.

Instructions

1. Before class on Monday, November 27, decide whether you will complete this assignment individually or in a pair. Register your choice via [the link](#) in the Assignments folder on Connect. (If you wish to be assigned randomly to a pair, please note this when you register. If another person indicates the same wish, I will assign the pair; however, if no partner is available, you will need to complete the assignment individually.)
2. Choose an organization you are interested in studying. Here are some tips for choosing:
 - Choose a different organization than you chose for the Stakeholder Engagement Analysis and for the Reputation Audit. If you *really* wish to use the same organization again, please consult with me first.
 - You are welcome to choose an organization with which you are familiar or in which you are involved in some way, as long as you can supplement your experience with adequate secondary research to round out your perspectives.
 - For this assignment, you may choose to study a start-up (marketing PR can be very useful for start-ups), but avoid pre-revenue start-ups. As with all other assignments so far, existing organizations will make for easier research, but they are not required.
 - Either for-profit or non-profit organizations are acceptable.
 - Either B2C (business-to-consumer) or B2B (business-to-business) organizations are acceptable.
3. Conduct in-depth research so you understand and can draw insights from:
 - the internal (organization), external (competitors, customer, collaborators), and macroenvironmental (PESTN) contexts in which the organization currently operates;
 - the status and success of the brand in the market; and
 - the organization's approach to marketing PR and marketing communications to date.

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4. Develop a Marketing PR Proposal that includes the following components:

- **State of the Marketplace and the Organization's Business:** Summarize the most important (favourable and/or unfavourable) factors/characteristics/conditions that the organization faces right now. This is where you describe the key insight(s) you gained from your in-depth research, making sure to pay special attention to: customer/market trends; key competitors' initiatives; key macro trends; and the key strengths and weaknesses of your chosen organization.
- **Problem (or Opportunity) Statement:** What key issue or opportunity will this Marketing PR Plan address? Why does the organization need marketing PR right now? You can either focus on something specific or narrow, such as the launch of a new product or the activation of a major sponsorship program; or tackle a broader, more general challenge, such as improving the organization's brand affinity or growing market share in a given region. This should flow from the insights that you gained through your research (as summarized in the "State of the Marketplace..." section) and shapes the purpose of the Marketing PR Proposal.
- **Target Audience:** Define the target audience(s)/segment(s) of your Marketing PR plan. What is their current status (e.g. pro/con attitude; or user/non-user) in relation to the organization/its brand/its products, and how will they benefit from/connect with your Marketing PR initiative?
- **Story and Key Messages:** What specific, unique, and valuable ideas will be the focus of your proposal? Aim for a cohesive story through all parts and/or phases of the organization's marketing PR initiatives. Be clear on how the story will manifest in all parts of the campaign.
- **The Proposal:** Outline an integrated, coordinated public relations strategy to address the Problem/Opportunity Statement identified earlier. This should include: which marketing PR tools will be used (e.g. social media, sponsorship, special events, media relations, etc.); whether they are owned, paid, or earned; ideas for how to amplify the story; and how the performance of the initiative should be measured. A timeline for implementation – and for effective coordination of all of the components – is recommended (and makes an ideal appendix item).
- **Conclusion:** Briefly discuss your insights and takeaways from having completed the research and developed the marketing PR plan.
- **Appendices (optional) & References List (required; APA style)**

In your paper, the longest and most developed sections should be (1) "The Proposal" and (2) the "State of the Marketplace..." highlights.

Submission Requirements

Your Marketing PR Proposal submission should meet the following requirements:

- Max 5-6 pages, single-spaced, excluding cover page, appendices, and references (see Written Assignment Standards, on next page).
- Appendices are optional, but if used, they should be formatted consistently and referred to in the body of the report.

Written Assignment Standards

- **Readability:** Everything you deliver in this course is to be written in clear, grammatically correct English. Proofreading is absolutely required. Penalties will apply for consistent errors, and steep penalties will apply for consistent errors that interfere with comprehension. Use headers as signposts to guide your reader through your assignment. A well-organized assignment should make it easy for your reader to follow your logic.
- **Cover Page:** Must include course and section numbers, student names, student numbers, assignment title, and date. Assignment page limits do not include the cover page.
- **Margins:** Minimum 1"; Maximum 1.25"
- **Line Spacing:** Single – but make good use of headings/subheadings and white space for maximum readability!
- **Font Size:** 11 pt.
- **Referencing (In-text Citations/Footnotes):** All secondary sources must be cited using APA format, both as in-text citations or footnotes within your writing and in a separate References list. Penalties will apply for missing citations and inconsistent style.
- **Page Limits:** The stated page limit does not include the cover page and (optional) appendices. Respect the page limit. Marks will be deducted for surpassing the page limit, and work that extends beyond the page limit will not be graded.
- **File Naming Convention:** Assignment documents must be saved using the following file naming convention: FirstName-LastName-AssignmentName.pdf (e.g. Joe-Smith-Marketing-PR-Proposal.pdf).
- **Electronic Submission:** Written assignments will be submitted electronically in PDF format on the course Connect site through the assignment dropboxes. You must submit in PDF format. If your computer does not have a PDF file format, download one free from the internet. If you choose to work in a pair, only one copy of the assignment is required per pair.
- **Plagiarism Prevention:** Assignments may be submitted to TurnItIn, UBC's plagiarism prevention system. For information on plagiarism and plagiarism prevention, review the Academic Integrity Resource Guide: <http://learningcommons.ubc.ca/resource-guides/avoiding-plagiarism/>.