

## Unit 5 Assignment 1: Details and Rubric

Public Relations is a process of developing relationships with publics. The idea is to do good things and let people know what you are doing. People want to see businesses, both small and large, participate, support and contribute to quality of life issues. While not all internal practices and operations of organizations are going to be satisfying to everyone, companies will expose publics to organizational activities the stakeholders may be interested. Companies will find causes and events in which they will participate hoping to present a positive image for the company brand.

1. For this Assignment you are to go online to the World Wildlife Foundation (WWF) website and search for various partners working with the WWF for causes and events.
2. Choose a cause associated with the WWF and discuss how participation by the sponsoring/partnering organization will benefit.
3. You are to write a 500-word summary of the cause/event and present your findings related to public relations benefits for the sponsoring organization.
4. Include a conclusion and references in APA format.

### Directions for Submitting Your Assignment

Before you submit your Assignment, you should save your work on your computer in a location and with a name that you will remember. Make sure your Assignment is in the appropriate format (Word, Excel, PowerPoint, or other).

Once completed, submit your Assignment to the Unit 5 Assignment 1 Dropbox. Assignments are due Tuesday 11:59 p.m. ET of their assigned unit.

<b>MT359: Unit 5 Assignment 1: Criteria</b>	<b>Points Possible</b>	<b>Points Earned</b>
<b>Response addresses the required elements demonstrating analysis and critical thinking:</b>		
<b>Public Relations and WWF</b>		
• Selection of WWF partner to analyze	5	
• Description of cause and benefits	10	
• Benefits for partners	10	
• Conclusion	4	
<b>Writing Style, Grammar, APA</b>		

<b>MT359: Unit 5 Assignment 1: Criteria</b>	<b>Points Possible</b>	<b>Points Earned</b>
Syntax and spelling.	5	
Response displays effort to analyze.	2	
APA is used and correct.	4	
<b>Total Points</b>	<b>40</b>	