

MT359: Advertising, Promotions, PR, Integrated Marketing Communication Strategies

Unit 5 Assignment 2: Details and Rubric

This Assignment assesses the following GEL:

GEL-5.02: Analyze the impact of human expression in the areas of literature, art, culture, music, or film.

For this Assignment you will read an article about an industry that is facing a public relations situation. This article may be accessed through the Library:

Cary, Blake (2015) Agriculture must throttle up its public relations — and quickly. *Western Farm Press*. 59, 4. ISSN: 1525-1217 Accession Number: **100227954**

Instructions:

Choose a product with which you are familiar or choose your course product and write a minimum 400 word APA research topic paper on the following questions. Use the situation described in the article as the concept for your discussion about your product and its industry.

- Why is public opinion so important to the success of public relations?
- In how many different ways might public opinion affect the success of your product?
- What message position might you deliver that would positively affect public opinion about your product industry?
- How does the way in which your position message is expressed (through your chosen communication medium) impact public opinion?

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 2 Dropbox. Assignments are due Tuesday 11:59 p.m. ET of their assigned unit.

MT359: Unit 5 Assignment 2: Criteria	Points Possible	Points Earned
Response addresses the required elements demonstrating analysis and critical thinking:		
Article review:		

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MT359: Unit 5 Assignment 2: Criteria	Points Possible	Points Earned
• Importance of public opinion	4	
• Different effects of public opinion	5	
• Message to affect public opinion	5	
• Explain how message expression impacts public opinion	4	
Writing Style, Grammar, APA		
Syntax and spelling.	3	
Response displays effort to analyze.	2	
APA is used and correct.	2	
Total Points	25	

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