

Unit 6 Assignment Details and Rubric

The following Course Outcome is assessed in this Assignment:

MT359-4: Formulate a Public Relations plan for an event or cause.

Assignment: Produce a Public Relations Event

For this Assignment you are going to design a public relations plan for your course product in association with an event or cause. You may use sponsorship marketing or cross-promotions for the product brand.

Step 1 — Select an event or cause that matches the product's market strategy. If you do not have an event available, go to the websites below and select some type of event you believe would work for your product. Complete the plan using the [template provided](#) in Course Documents for Unit 6 Assignment.

Review the following websites:

- [Public Relations Society of America](#), Inc.© (2020).
- [BBB Wise Giving Alliance](#) (n.d.).
- [IEG](#) (2020).

Product Overview:

1. Product Description and Brand Positioning
2. Product Target Market
3. Publics Affected by the Product and Company
4. Public Relations Objective

Connection with Event:

1. Positive Image Building Activity for the product
2. Describe the relationship between product and activity
3. How does participation with event support public relations objectives?
4. What potential threats may there be? What contingency plan is there for this potential?

Post Event:

1. How will you plan to measure the results of participating with this event?

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

MT359: Unit 6 Assignment: Criteria	Points Possible	Points Earned
Response addresses the required elements demonstrating analysis and critical thinking:		
Public Relations Event Plan		
• Summary of event	7	
• Market	7	
• Objectives	7	
• Connection between product and activity	3	
• Connection between event and objectives	3	
• Measure results	3	
Writing Style, Grammar, APA		
Syntax and spelling.	5	
Response displays effort to analyze.	3	
APA is used and correct.	2	
Total Points	40	