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|  | **FACULTY OF BUSINESS AND SOCIETY** | Final mark awarded:\_\_\_\_\_ |

**Assessment Cover Sheet and Feedback Form 2016/17**

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| Module Code: BS3S11 | Module Title: Business Communication | Module LeaderDr Elizabeth Lloyd Parkes |
| Assessment Title and Tasks: Communication Plan and Press Release | Assessment No. 1 |
| No. of pages submitted in total including this page: Completed by student | Word Count of submission(if applicable): Completed by student |
| Date Set: | Submission Date: 28.01.18 | Return Date:26/02/18 |

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| ***Part A: Record of Submission (to be completed by Student)*** |
| **Extenuating Circumstances**If there are any exceptional circumstances that may have affected your ability to undertake or submit this assignment, make sure you contact the Advice Centre on your campus prior to your submission deadline. |
| **Fit to sit policy**: The University operates a fit to sit policy whereby you, in submitting or presenting yourself for an assessment, are declaring that you are fit to sit the assessment. You cannot subsequently claim that your performance in this assessment was affected by extenuating factors.  |
| **Plagiarism and Unfair Practice Declaration:** By submitting this assessment, you declare that it is your own work and that the sources of information and material you have used (including the internet) have been fully identified and properly acknowledged as required[[1]](#footnote-1). Additionally, the work presented has not been submitted for any other assessment. You also understand that the Faculty reserves the right to investigate allegations of plagiarism or unfair practice which, if proven, could result in a fail in this assessment and may affect your progress. |
| **Details of Submission:** Note that all work handed in after the submission date and within 5 working days will be capped at 40%[[2]](#footnote-2). No marks will be awarded if the assessment is submitted after the late submission date unless extenuating circumstances are applied for and accepted (Advice Shop to be consulted). |
| **You are required to acknowledge that you have read the above statements by writing your student number (s) in the box:** | Student Number(s): |

**IT IS YOUR RESPONSIBILITY TO KEEP A RECORD OF ALL WORK SUBMITTED**

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| **Part B: Marking and Assessment****(to be completed by Module Lecturer)** |
| This assignment will be marked out of 100%This assignment contributes to 50% of the total module marks.This assignment is bonded / non-bonded. Details: Bonded**Assessment 1** The first assessment consists of 2 elements:**Element A - Communication Plan (2500 words)**Acting as a senior communication officer for an organization chosen by your tutor, you have been tasked with developing a **strategic communication plan.** This plan will assist the company in rebuilding its brand and will attempt to reassure and mitigate against the resultant crisis of confidence that consumers have experienced. The strategic communication strategy will be written using the following headings: * **Executive Summary**
* **Situational Analysis**
	+ SWOT and PEST Analysis
* **Communication Strategy**
	+ Identifying the Target Audiences
	+ Determining the Communication Objectives (*SMART*)
	+ Designing Message(s)
	+ Choosing Media
* **Summary** (*Desirable outcomes for the company*)

**Throughout the plan reference to appropriate communication** **theory and concepts should be made.****Element B – Press Release (500 words)****Write a press release for the organisation designed to communicate** **one of the messages determined in your communication plan (Part A).** **The press release should be ‘newsworthy’ and correctly follow the** **formatting rules for this type of written communication.** **NB: Both assignments should take as their point in time, the days immediately following the incident/crisis.** |
| **Learning Outcomes to be assessed** (as specified in the validated module descriptor <http://icis.glam.ac.uk>):**LO1:** Apply a range of new communication and research skills to their own further research, learning, and business contexts |
| **Grading Criteria:**The following questions are those that your lecturers will ask when they mark your work. Your mark will depend upon the grade bands you receive for each different question, with an average taken of all the grade bands in order to decide your final mark.**Q1. Are the 2 items presented appropriately (e.g. in a word document with appropriate titles, section headers and page layout), and have all areas been dealt with adequately?**

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| **Over 70%** | Clear and effective production, layout and content showing considerable care and attention |
| **60-69%** | Clear and effective production, layout and content with some minor errors/omissions |
| **50-59%** | Largely clear production, layout and content, but with errors/omissions |
| **40-49%** | Some clear production, layout and content, but with significant errors/omissions |
| **30-39%** | Error/omission-strewn production, layout and content. |
| **Under 30%** | Production, layout and content that does not conform to standards and rules. |

**Q2. Does the communication plan apply relevant communication theory and concepts?**

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| **Over 70%** | Excellent use is made of relevant communication theories and concepts are utilised in the communication plan. |
| **60-69%** | Very good use is made of relevant communication theories and concepts are utilised in the communication plan. |
| **50-59%** | Good use is made of relevant communication theories and concepts are utilised in the communication plan.  |
| **40-49%** | Limited use of relevant communication theory and concepts. |
| **30-39%** | Very limited use of relevant communication theory and concepts.  |
| **Under 30%** | No reference to relevant communication theory and concepts. |

**Q3. Does the press release follow the rules for writing press releases?**

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| **Over 70%** | It follows all the rules and introduces elements of creativity and/or insight which make it more engaging and satisfying. |
| **60-69%** | It follows all the rules exactly  |
| **50-59%** | It mostly follows the rules |
| **40-49%** | It follows only some of the rules |
| **30-39%** | It follows very few of the rules |
| **Under 30%** | It does not follow any of the rules |

**Q4. Is the use of English, including spelling, grammar, punctuation and vocabulary accurate and effective throughout Assignment 1?**

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| **Over 70%** | The use of English, including spelling, grammar, punctuation and vocabulary is sophisticated and free from error.. |
| **60-69%** | The use of English, including spelling, grammar, punctuation and vocabulary is very good throughout the assignment. The writing is almost error-free and can be clearly understood. |
| **50-59%** | The use of English, including spelling, grammar, punctuation and vocabulary is generally sound overall. The writing has some errors but can be understood. |
| **40-49%** | The use of English, including spelling, grammar, punctuation and vocabulary is patchy; the writing has a number of errors but can be partly understood |
| **30-39%** | The use of English, including spelling, grammar, punctuation and vocabulary has very significant errors and is very difficult to understand |
| **Under 30%** | The writing has such serious errors that it cannot be understood. |

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| **Feedback/feed-forward** (linked to assessment criteria):* Areas where you have done well:
* Feedback from this assessment to help you to improve future assessments:
* Other comments
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| **Mark:** | **Marker’s Signature:** | **Date:** |
|  **Work on this module has been marked, double marked/moderated in**  **line with USW procedures.** |
| *Provisional mark only: subject to change and/or confirmation by the Assessment Board* |

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| **Part C: Reflections on Assessment****(to be completed by student – optional)** |
| **Use of previous feedback:**In this assessment, I have taken/took note of the following points in feedback on previous work: |
| **Please indicate which of the following you feel/felt applies/applied to your submitted work*** A reasonable attempt. I could have developed some of the

sections further. * A good attempt, displaying my understanding and learning, with

analysis in some parts.* A very good attempt. The work demonstrates my clear

understanding of the learning supported by relevant literature and scholarly work with good analysis and evaluation.* An excellent attempt, with clear application of literature and

scholarly work, demonstrating significant analysis and evaluation.  |
| **What I found most difficult about this assessment:** |  |
| **The areas where I would value/would have valued feedback:** |  |

1. University Academic Integrity Regulations [↑](#footnote-ref-1)
2. Information on exclusions to this rule is available from Campus Advice Shops [↑](#footnote-ref-2)