

## MKT 690 Milestone Two: Conditions Communication Strategy Guidelines and Rubric

As a marketing consultant, you will need to advise clients on the development of a communication strategy that has contingencies to address situations such as the one presented in the scenario. This project is designed to help you understand the types of strategies that can be adopted and address the various audiences you will encounter.

### Milestone Two Scenario

An overseas contractor that is a major supplier to your chosen company has recently been revealed as one that operates with poor working conditions for employees (uses child labor, pays low wages, requires long hours, no benefits, etc.).

In **Module Three**, you will submit the **conditions communication strategy** for presented scenario. For the communication strategy, select either informational, educational, or persuasive communication strategies, or you may choose an approach that utilizes a combination of these strategies. Your strategy will depend on the nature of the message along with the target audience.

Examples of each type of corporate communication:

- a) *Informational Example:* When a new product is launched, the public will know nothing about it. Consider the situation when Apple launched the iPad, a totally new class of technology. In order to generate interest, the company first had to tell people about the product.
- b) *Educational Example:* Once the target audience is aware of the new product, they often need to be educated as to why the product could be useful to them.
- c) *Persuasive Example:* Once a new product has become successful, it is highly likely competitors will have entered the market. Communication therefore needs to persuade the target audience to purchase the version that the corporation provides rather than a competitor's version.

For the assignment, the following **critical elements** must be addressed:

- I. **Communication Context:** Provide an overview of the scenario that your communication strategy will address, in the context of the company you have selected for your final project.
- II. **Communication Need:** Considering both internal and external audiences, explain the stakeholder management issue(s) that must be addressed due to this scenario. What specifically caused the need for the identified communications?
- III. **Internal Communication:**
  - a) Explain the **type** of internal communication and the **purpose** for the internal communication that you have chosen (i.e., informational, educational, and/or persuasive). Detail your process for selecting the type of communication that will address the scenario. Provide justification as to why the chosen strategy is appropriate for the scenario.

- b) Identify the intended **target audience** for the internal communication, and then explain why they have been selected as the target audience. Provide justification for selecting the identified target audience.
- c) Develop a **draft communication** that could be sent to the identified internal target audience addressing this scenario. Ensure that the appropriate tone and message are communicated in your draft communication.

IV. **External Communication:**

- a) Explain the **type** of external communication and the **purpose** for the external communication that you have chosen (i.e., informational, educational, and/or persuasive). Detail your process for selecting the type of communication that will address the scenario. Provide justification as to why the chosen strategy is appropriate for the scenario.
- b) Identify the intended **target audience** for the external communication, and then explain why they have been selected as the target audience. Provide justification for selecting the identified target audience.
- c) Develop a **draft communication** that could be sent to the identified external target audience addressing this scenario. Ensure that the appropriate tone and message are communicated in your draft communication.

- V. **Conditions Communication Strategy:** Summarize the communication strategy utilized to address this scenario. Why was it the best approach for this scenario? What alternative strategies did you consider, and why was your approach the best option? Provide justification to support your communication strategy.

**Rubric**

**Guidelines for Submission:** Double-spaced Word document, 12-point Times New Roman font, one-inch margins, APA format. Page length requirements: 3–5 pages, not including title page and references.

<b>Critical Elements</b>	<b>Proficient (100%)</b>	<b>Needs Improvement (75%)</b>	<b>Not Evident (0%)</b>	<b>Value</b>
<b>Communication Context</b>	Provides an overview of the scenario using the chosen company to provide appropriate context for the situation	Provides a limited overview of the scenario and does not fully utilize the chosen company to provide appropriate context	Does not provide an overview of the scenario	5
<b>Communication Need</b>	Explains the need for both internal and external communications addressed to appropriate audiences and outlines the stakeholder management issues	Provides a limited explanation of the need for communication, and does not fully address both internal and external audiences, and/or does not fully outline the stakeholder management issues	Does not explain the need for internal and external communication and does not outline the stakeholder management issues	10
<b>Internal: Type and Purpose</b>	Provides an explanation of the type of internal communication providing justification for selection, and provides support by explaining the communication's purpose	Provides limited explanation of the type of internal communication with little to no justification, and does not fully explain its purpose	Does not explain the type of communication or its purpose	10
<b>Internal: Target Audience</b>	Identifies the target audience and provides an explanation of justification	Does not identify a clearly defined target audience or provides a limited justification for that selection	Does not identify the target audience or does not justify the selection	5
<b>Internal: Draft Communication</b>	Provides an appropriate draft internal communication that appropriately addresses the scenario	Develops a draft internal communication that does not fully address the scenario	Does not develop a draft communication addressing the scenario	20
<b>External: Type and Purpose</b>	Provides an explanation of the type of external communication providing justification for selection, and provides support by explaining the communications purpose	Provides limited explanation of the type of external communication with little to no justification, and does not fully explain its purpose	Does not explain the type of communication or its purpose	10
<b>External: Target Audience</b>	Identifies the target audience and provides an explanation of justification	Does not identify a clearly defined target audience or provides a limited justification for that selection	Does not identify the target audience or does not justify the selection	5

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<b>External: Draft Communication</b>	Provides an appropriate draft external communication that appropriately addresses the scenario	Develops a draft external communication that does not fully address the scenario	Does not develop a draft communication addressing the scenario	20
<b>Communication Strategy</b>	Provides a clear summary of the communication strategy that is supported with adequate evidence to justify the approach adopted	Provides a limited summary of the communication strategy, and does not provide a complete justification for the approach adopted	Does not provide a summary of the communication strategy with justification	10
<b>Articulation of Response</b>	Submission has no major errors related to citations, grammar, spelling, or syntax	Submission has major errors related to citations, grammar, spelling, or syntax that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, or syntax that prevent understanding of ideas	5
<b>Earned Total</b>				<b>100%</b>