



Diploma in Public Relations

Module: Public Relations Campaigns

Issue Date: October 2008

Submission Date: Monday 21st September 2009

before 12 noon to the PRII, 78 Merrion Sq., Dublin 2

Learning Outcomes:

Prepare a detailed PR Proposal for the client.

- Understand the importance of strategy and planning in public relations.
- Show an awareness of the importance of research and evaluation in public relations.
- Demonstrate practical application of the creative process.
- Analyse the communications needs of the client and make relevant recommendations in a written report supported by a presentation.

Background:

Public Relations Proposals are the means by which organisations strategically plan their PR activities. Thorough research is needed in order to make realistic, effective and achievable recommendations for action. The PR plan concentrates on the communication needs for the organisation and demonstrates creativity and professional standards.

Student Tasks:

1. Select an existing organisation of sufficient size and interest for which you will compile a Public Relations Proposal. Include the complete name, address and web-site address of the organisation chosen.
2. Research the communications needs of the organisation, evaluate any existing PR activities that are taking place and identify current and proposed in-house / consultancy PR personnel.
3. Draw up a Public relations proposal for that organisation including: situation analysis, identification of objectives and publics, selection of appropriate PR techniques, evaluation methods and budget for all recommendations.
4. The proposal should include a range of realistic recommendations for PR activity for a twelve month period. The twelve month period must be identified. The PR activity must take place in Ireland.
5. Include any additional information in appendices which the student deems appropriate. (eg Gantt charts, sample press releases, event plans, media guest lists, speech notes, ideas for feature articles, holding statements, evidence of research and any other material related to your recommendations.)
6. The proposal should be presented and written as a submission from the in-house PR team.
7. The Budget should reflect the in-house status of the team and not include consultancy fees.

Presentation of document:

The PR Proposal should be typed or word-processed. The proposal should be approximately 20 pages excluding appendices (approximately 2,500 - 3000 words). A maximum of 25 pages is recommended with excess work incurring penalties. Only relevant appendices should be included. **The work should be bound and professionally presented. Please ensure to include your PRII I.D number on the proposal, your name or college should not appear anywhere.**