

Tasks:

1) Write a step-by-step plan to manage communication during this crisis

Your plan should be written as if it is a real document to be presented to the chief executive.

It should include:

- a problem statement, identifying the key issues and publics to be addressed
- a clear list of actions in order of priority
- a summary of the content of any written communication outputs (e.g. internal staff memos, letters to representatives of celebrity endorsers, response to Editor-in-Chief, Cloud News Network)
- details of any budget required above and beyond normal communication team salaries
- recommendations for evaluating the plan

It should be practicable, preferably with SMART objectives that take into account the short timescales available to you. Tactics should be clearly linked to objectives. Messages should be consistent between internal, and external audiences

Your plan should not exceed 2,500 words in length.

2. A proposal

A proposal to establish an issues management group to:

- monitor opportunities and threats to the brand's reputation,
- build and maintain the brand's reputation in the longer term

Your proposal should not exceed 1000 words and it should illustrate how the above crisis might have been averted had the group already been established

3. Write a rationale for each step of your approach

Your rationale is a separate, academic document that should highlight the theoretical underpinnings of your plan and proposal. It should set out in more depth why you have selected the particular strategy and tactics. Here you should show how theory has informed your practical decisions, by explaining its principles and relevance, as well as any limitations. The rationale is not included in the word count for the communication plan and proposal and should not exceed 1,500 words. .

Bibliography and the use of endnotes - you should attach a bibliography, using the Harvard referencing system, to the *rationale*. Separately, in respect of your rationale, you should use endnotes that cite all the references and other reading that you use. This is essential. All pages must be numbered.

Examiners will take into account any substantial departure from the 5,000 word total for the three exercises given above.