

TRƯỜNG ĐẠI HỌC VĂN LANG

KHOA QHCC-TT

ĐỀ THI VÀ THANG ĐIỂM

THI CUỐI HỌC KỲ

Học kỳ 1, năm học 2024-2025

I. Thông tin chung

Tên học phần:	Hoạch định chiến lược PR		
Mã học phần:	72PLPR40403	Số tín chỉ:	3
Mã nhóm lớp học phần:	241_72PLPR40403_01		
Hình thức thi: <b>Đồ án (có thuyết trình)</b>	Thời gian làm bài:	10	Ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm		
Yêu cầu:	Tên file: Group Report - Mã lớp - Mã Nhóm		

II. Các yêu cầu của đề thi nhằm đáp ứng CLO

Ký hiệu CLO	Nội dung CLO	Hình thức đánh giá	Trọng số CLO trong thành phần đánh giá (%)	Câu hỏi thi số	Điểm số tối đa	Lấy dữ liệu đo lường mức đạt PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO1	Evaluate thoroughly PR and Communications idea and activities for strategic planning PR campaigns.	Final Assignment	10%		1	PI 2.2
CLO2	Apply knowledge of PR and Communications to effectively design Corporate Communication plans and activities.		20%		2	PI 3.2
CLO3	Apply critical thinking in identifying problem and analysing situation to plan, administer, and implement public relations campaigns.		30%		3	PI 5.2
CLO4	Implement comprehensive research on target audience and stakeholders to coordinating, evaluating, and improving PR and business activities.		30%		3	PI 8.1
CLO5	Demonstrate the sense of compliance with the law in strategic planning of PR activities		10%		1	PI 9.1

## II. Nội dung đề bài

**1. Đề bài:** Developing a Corporate Communication Strategy for an organization, including steps of analysis, objectives, target audiences, messages and key approaches, detailed plan and key tactics.

The comprehensive strategy embraces 10 steps as below:

Step 1: Analysis of PEST, SWOT, Stakeholders' Insights

Step 2: Objectives and Goals

Step 3: Target audiences

Step 4: Approaches

Step 5: Messages and content angles

Step 6: Master plan – framework of phases, key tactics, messages, and timeline

Step 7: Detailed plan:

- Tactics = media channels + tools + content
- Budget and resources
- KPIs

Step 8: Risks management

Step 9: Implementation

Step 10: Evaluation & Report

## 2. Hướng dẫn thể thức trình bày đề bài

- Students are required to present the framework of plan at class first, and then submitting the comprehensive strategy via CTE.
- The strategy needs to be initiative, no copying or plagiarizing.

## 3. Rubric và thang điểm:

### Rubric 3a: Final assignment – Presentation

Criteria	Weighting (%)	Excellent 80-100%	Good 60-79%	Average 40-59%	Fail under 40%
<b>Content</b> - Research - Big Idea - PR strategy planning	60	Course-relevant and topic-relevant, and excellently provide content required in the brief. Clarify business status, market research, understand customer, clear full steps to make an PR strategy	Course-relevant and topic-relevant. Sufficiently provide content required in the brief. Clarify business status, market research, understand customer, unclear full steps to make an PR strategy	Course-relevant and topic-relevant. On overall, provide enough information required by the brief. Clarify business status, market research, understand customer, not full steps to make an PR strategy	Content is not relevant to the topic and requirements of the brief.
<b>Flexibility in solving situations &amp;</b>	10	Quickly handle arising situations; answer convincingly and	Quite quick to handle arising situations; the answer is quite	Handling arising situations is not yet responsive; Answer	Passive in arising situations, unable to

<b>responding to questions</b>		confidently in responding to questions	convincing and confident in responding to questions	questions that are misleading and confusing	answer questions
<b>Verbal Presentation</b>	10	The presenter(s) is very confident, coherent, and attractive to the audience	The presenter(s) is relatively confident, coherent, and quite attractive to the audience	The presenter(s) is not confident and attractive	Discrete presentations ; Not understanding the content of the presentation
<b>Illustration</b>	20	Vivid form: beautiful powerpoint slides, combining many images, videos, evidence, figures	Powerpoint, video presentation is beautiful but cannot combine images, vivid illustrations	Powerpoint/ the video is too simple and monotonous	Do not have presentation slides / videos
	100				

### **Rubric 3b: Final assignment – Report**

<b>Criteria</b>	<b>Weighting (%)</b>	<b>Excellent 80-100%</b>	<b>Good 60-79%</b>	<b>Average 40-59%</b>	<b>Fail under 40%</b>
<b>Research/ Content</b>	65	Research carefully and in detail about the PR strategy	Research is not thorough and detailed is not specific	Non-specific detailed research	Do not carry out the research process
<b>Writing skills</b>	15	- Suitable style. - No spelling or grammar errors. - Systematic & logical approach to the topic & discussed in an informed way.	- Suitable style. - Few spelling or grammar errors. - Systematic & logical approach to the topic	- Suitable style. - Very few spelling or grammar errors.	- Poor writing
<b>Format/ Structure</b>	10	- Each section explicitly linked to the next part. The structure and flow of materials are clear. - Well-displayed	- Each section explicitly linked to the next part. The structure and flow of materials are clear. - Relatively well-displayed	- The structure is unclear and too messy - Poorly displayed	- No link between parts - Poorly displayed
<b>Reference</b>	10	Adequate reference	Relatively adequate reference	Inadequate reference	No reference
	100				

**NGƯỜI DUYỆT ĐỀ**

**TS. Võ Văn Tuấn**

*TP. Hồ Chí Minh, ngày 01 tháng 11 năm 2024.*

**GIẢNG VIÊN RA ĐỀ**

Handwritten signature in blue ink, reading "Vũ Thanh Hà".

**ThS. Vũ Thanh Hà**