

Professor Toni Duró

Assignment: This task is worth 60% of the overall grade. It consists on a written assessment testing students' understanding, knowledge and application of the materials and information covered during the course.

Deadline and submission: Your assignment must be submitted on Turnitin before 23:59 on May 10, 2020.

Word count: 1.500 – 2.000 words (references not included).

Description and context of the task: Communications Audit (Basis for a future PR Plan).

The GB division of LIDL (the German retailer) has a Marketing Department since the beginning of its operations in the region. It is in charge of all Marketing Communications within the British market (TV commercials, Social Media ads, sales promotions...). But the company DOES NOT have a Communications Department in charge of Public Relations and Corporate Communications. Currently, it wants to create this new department (from scratch) and it has appointed you as PR Manager. Therefore, you need to conceptualize a COMMUNICATIONS AUDIT that, when executed, would be the basis for a future PR Plan of LIDL UK/GB.

Outcomes of the task

- a. Through secondary research, develop a STAKEHOLDERS MAP of LIDL UK/GB. It needs to include all relevant internal and external stakeholders.
- b. Define and justify which RESEARCH METHODS (of primary research) you would apply in order to approach the different (relevant) stakeholders.
- c. For each stakeholder approached in b), explain which insights (what kind of information) would you intend to get through your primary research, and justify the appropriateness of each chosen research technique.

This assignment requires you to achieve/display a number of the **Learning Outcomes** listed in the syllabus for this course, but you should in particular pay attention to: (1) demonstrate how specific types of research are used for specific public relations situations; (2) apply research methods and tools related to managing internal and external public relations issues in an organization; (3) develop a skill set required to prepare example questionnaires to collect data and deepen knowledge.

Rubric: Whilst completing this assignment you should refer to the rubric for this assignment, which will show you how marks will be allocated by your professor when he marks your work. This rubric is attached below on this same document.

Rubrics

	Exceptional 90-100	Good 80-89	Fair 70-79	Marginal fail 60-69	Fail <60
Development of a Stakeholders Map (30%)	Excellent Stakeholders Map. It includes all internal and external stakeholders. The map is very well structured and outlined.	Good Stakeholders Map. It includes almost all internal and external stakeholders. The map is well structured and outlined.	Fair Stakeholders Map. It includes some relevant internal and external stakeholders. The outline of the map is correct, although difficult to fully understand.	Marginally inadequate Stakeholders Map. It misses the most relevant stakeholders (or it misses either the internal or external ones). The outline is incomplete.	The Stakeholders Map is not provided. The initial situation was not taken into consideration, and the resulting work is out of focus.
Selection and justification of Research Methods (40%)	Excellent definition and justification of research methods, considering all the relevant stakeholders. The research techniques are the most appropriate to approach each type of target group (and the sampling) selected.	Good definition and justification of research methods, considering almost all the relevant stakeholders. The research techniques are the appropriate to approach each type of target group selected.	Fair definition and justification of research methods, considering some relevant stakeholders. The research techniques are not fully justified and/or the sampling per target group is not expressed.	Marginally inadequate definition and justification of research methods, not considering the most relevant stakeholders. The research techniques are not appropriate to approach each type of target group (and the sampling is not provided).	Primary research methods are not considered or applied to stakeholders not related with the project. The initial situation was not taken into consideration, and the resulting work is out of focus.
Description of Research Objectives and justification of Research Techniques (30%)	Excellent research objectives. Student has a clear vision about which insights needs to get from every relevant stakeholder, and demonstrates the appropriateness of each selected research technique in order to achieve it.	Good research objectives. Student describes well which insights needs to get from almost all relevant stakeholders, and demonstrates the appropriateness of several research techniques.	Fair research objectives. Student describes some of the insights that needs to get from some relevant stakeholders. The appropriateness of each selected research technique is not fully justified.	Marginally inadequate research objectives. Student does not have a clear vision about which insights needs to get from every relevant stakeholder, and the appropriateness of each selected research technique is not justified.	Student does not provide any research objective. Student fails to justify the relevance and appropriateness of the selected research techniques.