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# PUBLIC RELATIONS

## Remote Assessment September 2020

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### Candidate Instructions

- The word limit for each of the 4 questions is 750 words, giving a total assignment word limit of 3000 words.
- Write your total word count after each response.
- Responses must be your own work, based on your personal study and/or research.
- You must acknowledge all material and sources used in the preparation of your responses (books, articles, reports, lecture notes, and any other kind of material) in a list at the end of each response. A formal referencing system such as Harvard is advised but is not an essential requirement to gain all the marks available under communication and originality.
- Plagiarism is a serious offence. Do not copy in part or whole the work of other students and/or persons.
- You must include the following Candidate Declaration at the end of your submission:  
“I declare that this work is entirely my own with the sources of information I have used clearly identified and acknowledged”.

### Instructions for typewritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your response in Arial font, black, minimum size 12, single-spaced with normal margins.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

### Instructions for handwritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your work in blue or black ink, in legible handwriting on lined paper.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

### Advice

- Read each question several times before you answer it.
- Plan your answers before you start writing the full responses.
- Up to 5 marks are available per question for communication and originality.
- Check all your answers for content and plagiarism before submitting your work.
- Prepare your responses using the resources provided by [ICM](#), the [ICM Remote Assessment guidance](#) and any material provided by your ICM Approved Teaching Centre.



## ANSWER ALL QUESTIONS

1. As a public relations consultant, you have been asked to write a journal article entitled 'The Globalisation of Public Relations'. In your article you must give a detailed account about the globalisation of public relations, including a range of views and examples to support your discussion, with a brief conclusion.

**(Word limit 750)**

**[25 marks]**

2. Discuss the use of persuasion in public relations. In your response you must give a detailed account of persuasion, including a range of views and examples from theories to support your discussion, with a brief conclusion.

**(Word limit 750)**

**[25 marks]**

3. Discuss the ethical behaviour of a public relations practitioner of your choice who supports a cause for which they work or do in parallel to their main job activity. In your response you must give a detailed account including a range of views and examples to support your discussion, with a brief conclusion.

**(Word limit 750)**

**[25 marks]**

4. As a public relations consultant, you have been hired by a local store to create a public relations strategy for its business. Suggest a strategic plan in which you consider the stages of the planning process which is detailed and logical, based on knowledge and fully justified.

**(Word limit 750)**

**[25 marks]**

**END OF QUESTIONS**