

## PR MEDIA PRODUCTION

### Final Test

#### Assignment 1 of 3

*The first assignment for the final exam is to develop a company profile.*

Below are the instructions:

- **You will be working closely with a real company in Indonesia.** This is done in order for you to get a real working experience, and to help you understand the communication dynamics with another party – esp. client.
- **You should use your network to find a company/brand contact first.** If you need help, I will assist you and connect you with my network. This is done so that you learn to leverage, appreciate and maintain your network – something that a communication professional should always do.
- **Meet with the company representative, explore about the company:**
  - Vision & mission
  - Values
  - Day-to-day operation
  - Other aspects that you need to develop the company profile
- **Search the internet to add more perspective and more data** – if you think you need to.
- **Develop your company profile**
- **Submit it to both me and cc the company representative by Nov, 22.**
- **Your company profile will be assessed by the following criteria:**
  - Messaging (how well it translates the company's objective and key messages)
  - Copy writing (clarity, conciseness, grammar, flow of sections)
  - Visual appearance (easy to read, attractive)

Godspeed, all!

#### **Note:**

*The overall timeline for the final exam assignments are as below:*

<b>Assignment</b>	<b>Due (soft copy)</b>	<b>Due (printed)</b>
Company Profile	Nov, 22	Dec, 18
Newsletter	Dec, 4	Dec, 18
Industry Infographic	Dec, 18	Dec, 18