

## PR MEDIA PRODUCTION

### Final Test

#### Assignment 2 of 3

*The second assignment for the final exam is to develop a newsletter.*

Below are the instructions:

- **You will develop a Newsletter for the company that you are working with.**  
The newsletter could be an internal newsletter, or external newsletter.
- **You can decide together with your contact person about the audience for this newsletter.** If it is internal newsletter, the audience is the employees; if it is external newsletter, it could be prospective or current consumers.
- **Decide about the content by discussing it also with the contact person. The newsletter should contain:**
  - Email subject
  - Headline
  - At least 2 articles for the content. For visual purpose, the full article could be submitted in different file.
  - Call to Action
- **Your newsletter will be assessed by the following criteria:**
  - Clarity & catchyness of the email subject & headline (30%)
  - Relevance & coherence with the company's overall message (20%)
  - Message suitability with the targeted audience (20%)
  - Articles (15%)
  - Visual appearance (15%)
- **You should submit your newsletter through email: [snezanab@gmail.com](mailto:snezanab@gmail.com), at the latest on Dec, 4, 2013.** And the printed form is to be submitted during the final exam week.

Godspeed, all!

#### **Note:**

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

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