**Review and Reflection**

Each week, you will be asked to respond to the prompt or prompts in the discussion forum. If there are two questions to the week's discussion, you are to respond to both questions in your initial post. Your initial post should be a minimum of 300 words in length, and is due on Sunday. By Tuesday, you should respond to two additional posts from your peers. If you have not done so lately, please review the [Rules of Discussion](https://content.grantham.edu/academics/01_Instructional_Designers/Rules_of_Discussion.html).

For your follow up post...review the responses provided by your peers. Engage in conversation, or even civil debate, as you discuss their insights and viewpoints. You may ask questions for clarification (if you are confused by their initial post) or pose questions that advance the conversation.

Review and reflect on what you have learned over the past eight (8) weeks. Identify and discuss what the most practical and easily applied lesson you learned was. Also, discuss which lesson was the hardest for you to grasp. Why?

Strategic Communication Planning

This final project will engage you in the process of strategic communication planning. You will create your own strategic communication plan for an event, crisis, or positive development following the planning model elaborated on in Chapter 6. You will complete your project by designing a method by which you can assess the success or failure of your project.

The topic will be regarding a situation currently in the news. It is your job to fix the issue… or propose a way to fix the issue for this group or company.

Step One: Strategic Level – What are your desired outcomes? What do you want your audience or stakeholders to think/feel/know/do.  What is it that you want to see happen? What are your goals… both short-term and long-term.  What do you think your audience’s goals are?

Step Two:  Operational Level – Be descriptive.  Provide the steps that must be taken to reach your goals.  What is the best manner, time, message, and channel (messenger) to reach your goals?  Be sure to anticipate what your audience may say, what problems or issues may arise, and how will you respond/react.  Provide at least one roadblock and an alternative way to your goal around this roadblock.

Step Three: Tactical Level – Write an actual plan.  What will you say to people (write a press release or news announcement or social media announcement)?  Let them know in detail what can be expected.

The requirements below must be met for your paper to be accepted and graded:

         Write 5 - 6 pages using Microsoft Word in APA style.

         Use font size 12 and 1” margins.

         Include cover page and reference page.

         At least 80% of your paper must be original content/writing.

         No more than 20% of your content/information may come from references.

         Use an appropriate number of references to support your position, and defend your arguments.

         Cite all reference material (data, dates, graphs, quotes, paraphrased words, values, etc.) in the paper and list on a reference page in APA style.

The following are examples of primary and secondary sources that may be used:

         Primary sources such as, government websites ([United States Department of Labor Bureau of Labor Statistics](http://www.bls.gov/), [United States Census Bureau](http://www.census.gov/), [The World Bank](http://www.worldbank.org/), etc.), peer reviewed and scholarly journals in EBSCOhost (Grantham University Online Library) and [Google Scholar](https://scholar.google.com/).

         Secondary and credible sources such as, [CNN Money](http://money.cnn.com/), [The Wall Street Journal](http://www.wsj.com/), trade journals, and publications in EBSCOhost (Grantham University Online Library).

The following are examples of non-credible and opinion based sources that may not be used:

         Non-credible and opinion based sources such as, Wikis, Yahoo Answers, eHow, blogs, etc.

[View your assignment rubric](https://content.grantham.edu/academics/01_Instructional_Designers/WrittenAssignmentRubric.htm).

