

## Instruction Sheet for the Candidate

<b>Qualification</b>	Public Relation Associate (Content Writing)
<b>Competency Standard</b>	Develop PR Strategies and Campaigns
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name_____ Registration/Roll Number_____
<b>Guidance for Candidate</b>	<b>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration &amp; assessment):</b> <ul style="list-style-type: none"> <li>• Develop PR Strategies of Any Entity</li> <li>• Arrange PR Campaigns of Any Entity</li> </ul>
<b>Time: 03 Hrs.</b>	During a practical assessment, under observation by an assessor, you are required to
<b>Minimum Evidence Required</b>	<b>Develop PR Strategies of Any Entity</b> <ol style="list-style-type: none"> <li>1. Make strategies to present a good image of the company or educational institution in the market.</li> <li>2. Create a time frame for promotional activities.</li> <li>3. Convey the key messages to audience.</li> </ol> <b>Arrange PR Campaigns of Any Entity</b> <ol style="list-style-type: none"> <li>4. Raise campaigns for product.</li> <li>5. Convey the message or news to a larger audience.</li> <li>6. Improve the brand reputation.</li> <li>7. Generate seasonal campaigns for specific products.</li> </ol>

## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	Public Relation Associate (Content Writing)
<b>Competency Standard</b>	Develop PR Strategies and Campaigns
<b>Purpose of Assessment</b>	Formative Assessment
<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>• Develop PR Strategies of Any Entity</li> <li>• Arrange PR Campaigns of Any Entity</li> </ul>

I can.....

<b>Performance Criteria</b>	<b>Yes</b>	<b>No</b>
1. Make strategies to present a good image of the company or educational institution in the market.	<input type="checkbox"/>	<input type="checkbox"/>
2. Create a time frame for promotional activities.	<input type="checkbox"/>	<input type="checkbox"/>
3. Convey the key messages to audience.	<input type="checkbox"/>	<input type="checkbox"/>
4. Raise campaigns for product.	<input type="checkbox"/>	<input type="checkbox"/>
5. Convey the message or news to a larger audience.	<input type="checkbox"/>	<input type="checkbox"/>
6. Improve the brand reputation.	<input type="checkbox"/>	<input type="checkbox"/>
7. Generate seasonal campaigns for specific products.	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature\_\_\_\_\_ Assessor's Signature\_\_\_\_\_

Date: \_\_\_\_\_

## Assessors Judgement Guide

<b>Qualification</b>	Public Relation Associate (Content Writing)
<b>Competency Standard</b>	Develop PR Strategies and Campaigns
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Signature: _____
<b>Assessment Outcome</b>	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor _____ Assessor's code: _____ Signature: _____

Assessment Summary (to be filled by the assessor)							
Activity	Method					Result	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓				
Knowledge Assessment		✓					
Other Requirement							

## Observation Checklist

<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>Develop PR Strategies of Any Entity</li> <li>Arrange PR Campaigns of Any Entity</li> </ul>			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	Make strategies to present a good image of the company or educational institution in the market.			
2.	Create a time frame for promotional activities.			
3.	Convey the key messages to audience.			
4.	Raise campaigns for product.			
5.	Convey the message or news to a larger audience.			
6.	Improve the brand reputation.			
7.	Generate seasonal campaigns for specific products.			
<b>Competent</b> <input type="checkbox"/>		<b>Not Yet Competent</b> <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	Public Relation Associate (Content Writing)
<b>Competency Standard</b>	Develop PR Strategies and Campaigns
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
<b>Assessment Outcome</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <span><b>COMPETENT</b> <input type="checkbox"/></span> <span><b>NOT YET COMPETENT</b> <input type="checkbox"/></span> </div> Name of the Assessor: _____ Assessor's code: _____ Signature of the Assessor: _____

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)		Satisfactory	Not Satisfactory
1.	Define public relations.		
2.	Name any two public relation strategies.		
3.	Give any two examples of media campaigns.		

4.	Name any three commonly used PR promotions.		
5.	Describe who will you target for press releases?		

<b>Feedback to the Candidate</b>	
<b>Candidate's Signature</b> _____	<b>Assessor's Signature</b> _____