

Instruction Sheet for the Candidate

Qualification	Public Relation Associate (Content Writing)
Competency Standard	Write Press Releases, Keynote Speeches and Promotional Material
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____
	Registration/Roll Number_____
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment):</p> <ul style="list-style-type: none"> • Write Press Releases • Develop Keynote Speeches • Create Promotional Material
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Write Press Releases</p> <ol style="list-style-type: none"> 1. Write press stories for the events. 2. Write news for products. <p>Develop Keynote Speeches</p> <ol style="list-style-type: none"> 3. Choose main theme for keynote speech. 4. Create a presentation outline. 5. Make it visually attractive. 6. Make it compelling to attract the audience. <p>Create Promotional Material</p> <ol style="list-style-type: none"> 7. Create a gripping content having call to action to grab the targeted audience, 8. Set specific objective in promotional campaign. 9. Generate accurate message to promote the product or any activity. 10. Develop a strategy to distribute the promotion on various marketing platforms.

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Public Relation Associate (Content Writing)
Competency Standard	Write Press Releases, Keynote Speeches and Promotional Material
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Write Press Releases • Develop Keynote Speeches • Create Promotional Material

I can.....

Performance Criteria	Yes	No
1. Write press stories for the events.	<input type="checkbox"/>	<input type="checkbox"/>
2. Write news for products.	<input type="checkbox"/>	<input type="checkbox"/>
3. Choose main theme for keynote speech.	<input type="checkbox"/>	<input type="checkbox"/>
4. Create a presentation outline.	<input type="checkbox"/>	<input type="checkbox"/>
5. Make it visually attractive.	<input type="checkbox"/>	<input type="checkbox"/>
6. Make it compelling to attract the audience.	<input type="checkbox"/>	<input type="checkbox"/>
7. Create a gripping content having call to action to grab the targeted audience.	<input type="checkbox"/>	<input type="checkbox"/>
8. Set specific objective in promotional campaign.	<input type="checkbox"/>	<input type="checkbox"/>
9. Generate accurate message to promote the product or any activity.	<input type="checkbox"/>	<input type="checkbox"/>
10. Develop a strategy to distribute the promotion on various marketing platforms.	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Public Relation Associate (Content Writing)
Competency Standard	Write Press Releases, Keynote Speeches and Promotional Material
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	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

Assessment Task	<ul style="list-style-type: none"> Write Press Releases Develop Keynote Speeches Create Promotional Material 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Write press stories for the events.			
2.	Write news for products.			
3.	Choose main theme for keynote speech.			
4.	Create a presentation outline.			
5.	Make it visually attractive.			
6.	Make it compelling to attract the audience.			
7.	Create a gripping content having call to action to grab the targeted audience.			
8.	Set specific objective in promotional campaign.			
9.	Generate accurate message to promote the product or any activity.			
10.	Develop a strategy to distribute the promotion on various marketing platforms.			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Public Relation Associate (Content Writing)
Competency Standard	Write Press Releases, Keynote Speeches and Promotional Material
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-around; align-items: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </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 press release.		
2.	Name any two benefits of a press release.		
3.	Define keynote speech.		

4.	Name any two major elements of a keynote speech.		
5.	Name any two major promotional platforms.		

Feedback to the Candidate	
Candidate's Signature_____	Assessor's Signature _____