

## Instruction Sheet for the Candidate

<b>Qualification</b>	Public Relation Associate (Content Writing)
<b>Competency Standards</b>	<ul style="list-style-type: none"> <li>• Develop PR Strategies and Campaigns</li> <li>• Write Press Releases, Keynote Speeches and Promotional Material</li> <li>• Build Relationship with Media, Public and Stakeholders</li> </ul>
<b>Purpose of Assessment</b>	<b>Summative Assessment</b>
<b>Candidate Details</b>	Name_____ Registration/Roll Number_____
<b>Guidance for Candidate</b>	<p><b>To meet this standard, you are required to complete the following within 04 Hrs. time frame (for practical demonstration &amp; assessment):</b></p> <p>Write an article defining public relation strategies, campaigns and how keynote speech, press release and promotions are done in addition to explaining the development of media relations.</p>
<b>Time: 04 Hrs.</b>	<p>During a practical assessment, under observation by an assessor, you are required to:</p> <p>Write an article defining public relation strategies, campaigns and how keynote speech, press release and promotions are done in addition to explaining the development of media relations.</p>
<b>Minimum Evidence Required</b>	<p><b>Write an article defining public relation strategies, campaigns and how keynote speech, press release and promotions are done in addition to explaining the development of media relations</b></p> <ol style="list-style-type: none"> <li>1. Develop a public relation strategy for a brand or organization.</li> <li>2. Design a promotional campaign for a brand or any entity.</li> <li>3. Write a press release of an event conducted at your university, college or organization.</li> <li>4. Write a keynote speech for your superior on a topic of 'profiting from technology trends' or any topic you like the most.</li> <li>5. Design a promotional material keeping in mind the education sector, public sector or private (choose any one).</li> <li>6. Design policies/strategies for building good relationships with media and public.</li> <li>7. Enlist steps for developing good relations with stakeholders who are resistant to change.</li> </ol>

## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	Public Relation Associate (Content Writing)
<b>Competency Standards</b>	<ul style="list-style-type: none"> <li>• Develop PR Strategies and Campaigns</li> <li>• Write Press Releases, Keynote Speeches and Promotional Material</li> <li>• Build Relationship with Media, Public and Stakeholders</li> </ul>
<b>Purpose of Assessment</b>	<b>Summative Assessment</b>
<b>Assessment Task</b>	Write an article defining public relation strategies, campaigns and how keynote speech, press release and promotions are done in addition to explaining the development of media relations.

I can.....

Performance Criteria	Yes	No
1. Develop a public relation strategy for a brand or organization.	<input type="checkbox"/>	<input type="checkbox"/>
2. Design a promotional campaign for a brand or any entity.	<input type="checkbox"/>	<input type="checkbox"/>
3. Write a press release of an event conducted at your university, college or organization.	<input type="checkbox"/>	<input type="checkbox"/>
4. Write a keynote speech for your superior on a topic of 'profiting from technology trends' or any topic you like the most.	<input type="checkbox"/>	<input type="checkbox"/>
5. Design a promotional material keeping in mind the education sector, public sector or private (choose any one).	<input type="checkbox"/>	<input type="checkbox"/>
6. Design policies/strategies for building good relationships with media and public.	<input type="checkbox"/>	<input type="checkbox"/>
7. Enlist steps for developing good relations with stakeholders who are resistant to change.	<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 Standards</b>	<ul style="list-style-type: none"> <li>Develop PR Strategies and Campaigns</li> <li>Write Press Releases, Keynote Speeches and Promotional Material</li> <li>Build Relationship with Media, Public and Stakeholders</li> </ul>
<b>Purpose of Assessment</b>	Summative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Signature: _____
<b>Assessment Outcome</b>	<div style="display: flex; justify-content: space-between; 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: _____

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>	Write an article defining public relation strategies, campaigns and how keynote speech, press release and promotions are done in addition to explaining the development of media relations.			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	Develop a public relation strategy for a brand or organization.			
2.	Design a promotional campaign for a brand or any entity.			
3.	Write a press release of an event conducted at your university, college or organization.			
4.	Write a keynote speech for your superior on a topic of 'profiting from technology trends' or any topic you like the most.			
5.	Design a promotional material keeping in mind the education sector, public sector or private (choose any one).			
6.	Design policies/strategies for building good relationships with media and public.			
7.	Enlist steps for developing good relations with stakeholders who are resistant to change.			
<b>Competent</b> <input type="checkbox"/>		<b>Not Yet Competent</b> <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	Public Relation Associate (Content Writing)
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<b>Purpose of Assessment</b>	<b>Summative Assessment</b>
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
<b>Assessment Outcome</b>	<b>COMPETENT</b> <input type="checkbox"/> <b>NOT YET COMPETENT</b> <input type="checkbox"/> 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 the public relation campaign.		
2.	Name any two reasons to establish a PR strategy.		

3.	Provide a reason why a press release is written and contributed into print and electronic media?		
4.	Name any two roles promotions play in public relations.		
5.	Define a keynote speech.		

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