

Final Project Dossier

- **Company Overview**
- Company background information
- Company mission and goals
- Overview of its products/services
- SWOT analysis
- Industry analysis
- Potential crises that the company may face
- **Crisis Communication Plan**
- Define the Objectives of the Plan
- Define the Crisis Communication Team
- Define the Positioning
- Define the Key audience/Stakeholders
- Outline Media Policies and Procedure
- Include a Sample News Release
- Recommended Evaluation and Follow up

Final Project Dossier

- Cover page includes the name of the project, your names, the class name, the teacher's name and the date.
- Document must be bound
- Include a Table of Contents with pages #s
- Text must be in either Times New Roman, 12 pt. or Arial, 10 point.
- Page number must appear in the bottom, right-hand corner of each page.

Final Project Dossier

- Include Citations throughout the paper (MLA, APA, Harvard, etc.).
- Full Bibliography
- **Please remember that any case of *plagiarism* will result in a failing grade**

Final Presentation

- Each group will present for 10 minutes, plus 5 minutes of Q&A
 - You will be timed
- Must use PowerPoint (have the presentation on a USB key or CD)
- Must dress professionally
- All group members must present

Final Project is due:

- **Dossier** – Wednesday, November 28th at the beginning of class
 - No dossier, no excuse, no grade
- **Presentation** – All groups will present on November 28th .
 - The order will be determine by a complicate series of equations that have been handed down through the Duncan family for generations

1-Page Proposal

- Write a 1-page proposal that outlines the company, what this company does and why you have chosen to write a communication plan for it. *This proposal must be submitted on...*

1-Page Proposal

- **Tuesday, Oct. 2nd by email:**
 - **sduncan@culturecalling.com**
- **Include your Team number and members**
- **Can use the same company as your case study, if you like**

NO LATE WORK ACCEPTED!