



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

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Course Code: BA (JMC) 204

Course Name: BASICS OF PUBLIC RELATIONS

ASSIGNMENT- 3

(Based on Unit IV)

- 1) Provide examples of traditional and modern communication channels utilized in corporate communication and public relations. BTL1
- 2) Design a social media campaign aimed at enhancing brand visibility and engagement for a chosen organization. BTL 3
- 3) Critically evaluate the effectiveness of a recent corporate communication strategy implemented by a real-world company. Consider factors such as message clarity, audience response, and media coverage. BTL4
- 4) Create a sample PR pitch for a new product launch targeting a specific audience. BTL 6
- 5) Develop a comprehensive PR campaign for a nonprofit organization aiming to raise awareness about a social issue. Include objectives, target audience analysis, key messages, media channels, and evaluation metrics. BTL6
- 6) Describe the role of public relations in managing organizational reputation. BTL2
