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# Assignment Guidance Form

iUCO89 – Public relations (PR) in the hair and beauty sector

To include the following:

- A - Design a PR campaign for a potential business activity:
  - Research
  - Identifying your market
  - Goals and objectives
  - Key messages
  - Strategies and tactics
  - Timescales and activities
  - Budget
  - Potential risks
  - Evaluation of the results
  - Return on investment
  
- B - The role of PR in business to include:
  - PR activities
  - Differences between PR, marketing and advertising
  - Current trends in PR
  - Advantages and disadvantages of PR to a business
  - PR ethics and codes of practice
  - Role of PR in issue management

This assignment may be presented in any of the following formats and may include some ICT:

- Written report
- Chart
- Diagram
- Graph
- Other pictorial presentation

### Document History

Version	Issue Date	Changes	Role
v1	10/01/2020	First published	Qualifications and Regulation Co-ordinator