
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