

# Introduction to Public Relations Final Project (Total Marks - 45%)

## Section A

Due to Covid19, there are many families in Malaysia who have been affected badly in terms of financial, employment and also their mental health. As a concerned Malaysian based event company, your team has decided to go out and help the needy. First you need to identify using **SURVEY** what is the kind of help they need the most.

Please conduct a SURVEY to 5 people to find out more about the severity of the pandemic and the effect it has on these people.

Include questions such as their: -

- Name:
- Age:
- Occupation:
- Are you a Covid fighter?
- How has the pandemic affected your job?
- What kind of help do you need?
- (PLEASE ADD ANOTHER 5 QUESTIONS OF YOUR OWN)
- Screenshot these surveys and placed them under 1 (ONE) file.

## Section B

As the Public Relation Officer of your event company, you are required to design an **ANNOUNCEMENT POSTER** for your company's social media. Your event team has decided to do a **FOOD BANK CHARITY** in the area and you would like to **INVITE SPONSORS** and also those who are in need of the food donation.

Important details to be included in your poster would be:

- 1) Company Name
- 2) Date and Time of the Food Bank Drive
- 3) SLOGAN for the event
- 4) Your MESSAGE to invite the sponsors
- 5) Be creative and unique
- 6) File format - JPEG

**Submission Dateline : 14<sup>th</sup> November 2021**

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