Public relation and advertisement. Learning Objective • Explain modern-day public relations and advertising concepts and practices • Practice critical thinking, strategy and campaign planning and integration in a communication context Assignment Description In this paper, students reflect on the importance of strategy for public relations and advertising professionals. They will draw on examples from course readings and discussions, their own areas of interests and internships, highlighting instances where organizations or professionals achieved a positive outcome because of strategic communication, or the opposite: where lack of strategy impeded achieving the desired results. The maximum number of points is 10, accounting for 5% of the final grade. Steps 1. Reflect on the assigned reading and class discussion as related to strategy. 2. Relate these core points to your own experiences from internship or areas of interest and identify what did or did not work well in a given situation and analyze why. 3. Present your thoughts in a paper of roughly three pages, 1.5 line spacing, APA style, include a bibliography page. 4. Proofread your paper and upload it to Blackboard/Turnitin by the beginning of class when the paper is due. Rubric