The goal of this project is to not only understand how persuasive messages work in corporate settings, but also plan the production process of a set of these messages for a specific client, and present it to them. For this assignment, you will need to identify a real-life, local firm in Ames that is in need of more effective publicity documents, write a proposal to the firm persuading them to accept your consultation, produce the documents, and present it formally to the client.

Appropriate framing of one’s business and effective showcasing one’s niche are important for a business to thrive in the market. A firm needs to not only let the market know about its presence, but also publicize their specialty and uniqueness. With so much competition in a capitalist market, persuasive as well as ethical publicity is a critical skill for business communication. The purpose of this assignment is to polish these skills by executing the production of three persuasive documents. (You will create four documents if you have four group members).

Plus, teams play a crucial role in the modern corporate workplace. The prevalence of collaborative work brings to the forefront issues of identifying leadership; dealing with conflict; delegating work in a group; and employing different perspectives, experiences, and strengths that each individual contributes. Therefore, the assignment is structured as a group project.

**ASSIGNMENT**

As entrepreneurs/consultants, your group of 3-4 regularly scouts the market looking for firms that are in need of better publicity documents. At present, your search has led you to a local business (for e.g. hotel, bank, tax agency, real estate, trade agencies) that either does not have any publicity documents or has documents that need to be more persuasive. You wish to get their business and upgrade their document suite.

You are expected to identify three (or four) publicity documents from this firm, (e.g. brochures, menus, pamphlets, flies, posters, websites, visiting cards, letterheads) that are either in a dire need for revision or are altogether non-existent. Then, you will develop these messages using persuasive business strategies in written and visual modes.

For this project, you and your group will complete the following tasks over the next few weeks:

1. **Procedural Memo**..............................March 4th 2008
2. **Project Proposal**..............................April 10th 2008
3. **Publicity Documents**..............................April 29th 2008
4. **Formal Presentation**..............................April 29th-May 1st 2008
5. **Evaluative Memo (Individual)**..............May 2nd 2008

The first few steps your group needs to complete are as follows:

1) Write the procedural memo
2) Do some initial research into the market and identify a business firm whose documents you wish to upgrade
3) Identify which documents you wish to revise for this specific firm.
Procedural Memo 20 points

After discussing the assignment and meeting your group, decide upon answers for the following questions:

- What are the tasks your group needs to accomplish? Be specific and set preliminary dates.
- Who will be your team leader? Why is the person qualified? What is expected of him/her?
- What will be the roles of the other members of the group?
- When will outside of class meetings take place? Can you hold a meeting if any group member is not present? How will you inform members of what occurred at meetings if they are not present?
- How will you resolve disagreements?
- Create a policy dealing with people who don’t attend class during your preparation days or the presentation day, don’t meet outside of class, miss deadlines, or don’t do their assigned work at all or in a timely manner. How does your group define absence? Are all types equal???? You MUST have a specific policy. **You cannot say that your choice is not to have a policy or to deal with the problems as they arise.** There are many options (Loss of points? Grade reductions? Failure? Out of the group? Group intervention?), but what that policy is remains up to your group.
- The memo should be initialized by each group member.

After your group determines answers to these questions, the group should send a memo to me in an email (rao.abhi@yahoo.com). I should receive this procedural memo no later than Thursday, March 4th by 5 pm. I will keep these on file in case a problem arises.

#2 Research Proposal 50 points

Once your group has identified and agreed upon a local business and the documents you wish to upgrade, you must propose your topic for approval to your client (You can address the proposal to me as I am your gatekeeper audience). Talk to me or email your group’s preliminary topic ideas, so I can make sure you are on the right track and suggest resources or other considerations.

Once your topic is finalized, write a project proposal, proving that you have a good grasp of your business and have begun to research. As Locker notes, proposals suggest a method for finding information (informative) and have as their main goal the task of getting your project accepted (persuasive). Your proposal should be approximately 3-4 pages in length. Chapter 13 in Locker’s *Business and Administrative Communication* will guide you through the necessary components and format of the proposal.

Make sure your proposal includes the following:

- Some basic information on the corporation/its culture and why this is a potential business
- Layers of audience for whom you will create the publicity documents
- Topics you will need to investigate to get a better idea of the business
- Methods/Resources you will use
- Work Schedule/Feasibility
- Call to Action

**NOTE:** The underlying purpose of a project proposal is to **prove** you have a good idea of how to complete the project. You should **not** discuss the project as if you have already received approval to do your client’s business. You will know that only after your proposal is approved. On the other hand, you must let the reader into enough information that suggests you will deliver the goods. In business settings, you may have to submit the proposal **multiple times** before it is approved; however, your group will be graded on the first attempt. Proposal due on April 10th 2008 by 5:00 p.m.