



**Pearson
LCCI Level 3 Certificate
in Public Relations and
Media Relations
(ASE20205)**

SAMPLE ASSESSMENT MATERIALS

First teaching from January 2019

Edexcel, BTEC and LCCI qualifications

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Pearson LCCI Level 3

Certificate in Public Relations and Media Relations

Sample assessment material for first teaching
January 2019
Time: 3 hours

Paper Reference
XXXX/XX

Complete the details below in block capitals.

Candidate name

Centre Code

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Candidate Number

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Candidate ID Number

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Total Marks

You do not need any other materials.

Instructions

- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 100.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Answer ALL questions. Write your answers in the spaces provided.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

- 1 (a) Which of these would an organisation use public relations for? (1)

Select **one** option.

- A** Making business plans
- B** Managing its reputation
- C** Producing more goods
- D** Complying with legislation

- (b) Which of these could Financial Public Relations be used for? (1)

Select **one** option.

- A** Reducing costs of materials
- B** Producing accurate accounting records
- C** Managing investor relations
- D** Enhance community relationships

- (c) Which of these does 'publics' mean in the context of public relations? (1)

Select **one** option.

- A** Publics are always investors in an organisation
- B** Publics and customers mean the same thing
- C** Publics are always the customers of an organisation
- D** Publics are groups who may be impacted by an organisation

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(d) Which of these is an example of a type of print media?

(1)

Select **one** option.

- A** Magazine
- B** Website
- C** Email
- D** Vlog

(e) What does 'SMART' mean, when referring to objectives?

(1)

Select **one** option.

- A** Streamlined, measurable, agreed, relevant, time-bound
- B** Specific, meaningful, achievable, relevant, time-bound
- C** Specific, measurable, achievable, relevant, time-bound
- D** Sourced, motivating, achievable, relevant, time-bound

(Total for Question 1 = 5 marks)

2 (a) Explain **one** reason why an organisation might use an external agency to provide public relations services.

(2)

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(b) State **two** services that could be fulfilled by an organisation's own public relations team.

(2)

Service 1

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Service 2

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(c) Explain **one** reason why an organisation might decide to use its own public relations team instead of an external agency.

(2)

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(Total for Question 2 = 6 marks)

3 (a) Explain **one** public relations activity that could be undertaken if an organisation is aiming to gain 'thought leadership'.

(2)

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(b) Explain **one** reason why 'media training' could help improve public relations.

(2)

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(c) State **two** ways a public relations professional might use one type of social media.

(2)

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(Total for Question 3 = 6 marks)

4 Explain how **two** methods of public relations can build good media relations.

(4)

Method 1

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Method 2

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(Total for Question 4 = 4 marks)

5 Explain **three** activities that would be part of preparing for a press conference.

(6)

Activity 1

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Activity 2

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Activity 3

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(Total for Question 5 = 6 marks)

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Case Study One

Company name	Goodfare
Business type and size	<ul style="list-style-type: none"> • Supermarket chain • Stores nationwide
Location	<ul style="list-style-type: none"> • Riverside, a town with 150 000 people • Home to many young families who use computers at home • The rate of unemployment is 20% of people who are able to work
Business aim	<ul style="list-style-type: none"> • To open a new store in Riverside selling food, clothes, toys and electronics • Building to begin in three months • New store to open in nine months
New store in the local area	<ul style="list-style-type: none"> • Aims to employ 100 people from Riverside • Deliveries to the store will need to go through narrow roads
Media coverage of the new store	<ul style="list-style-type: none"> • Shopkeepers have written to local newspapers. They are worried the new store will destroy their trade • The local newspapers have also suggested the new store would be useful for shoppers • Some local people have expressed concern online
PR Campaign objective	<ul style="list-style-type: none"> • To gain the support of the local community for the new store

Goodfare needs to develop a public relations campaign to gain the support of the local community.

(a) Explain **two** public relation campaign activities that could achieve this objective.

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(Total for Question 6 = 22 marks)

Case Study Two

Company name	Newtown Rovers
Business Type	<ul style="list-style-type: none"> Local football club Players all play in their leisure time. Volunteers look after the pitch, sell tickets, keep the finances and clean the clubhouse The board of directors is made up of supporters
Business aim	<ul style="list-style-type: none"> Raise money for new facilities: <ul style="list-style-type: none"> New showers for the players New seats and refreshment stalls for the supporters
The performance of the team	<ul style="list-style-type: none"> They have just got to the semi-final of the All Teams Cup. They will be playing Bigtown Rovers, a team with professional players Newtown Rovers have a new young player called Jo, who recently scored the winning goal in an exciting game.
Campaign objective	<ul style="list-style-type: none"> To create a press release for a Newtown Rovers open day for the public

(a) Explain why a press release for Newtown Rovers should be newsworthy.

(2)

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(b) State **two** ways a press release for Newtown Rovers could be newsworthy.

(2)

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(c) Explain how online video-sharing and micro blogs could be used to attract or retain supporters for Newtown Rovers.

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(d) (i) Newtown Rovers wants to attract sponsorship from local businesses to help improve facilities at the club for players and supporters.

Prepare a short press release to support this aim.

(12)

Area with horizontal dotted lines for writing the press release.

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(ii) Explain how **two** different visuals could be included to support the press release.

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(Total for Question 7 = 24 marks)

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Case Study Three

Organisation name	Learntec College
Business type and size	<ul style="list-style-type: none"> • A college teaching computer studies, producing excellent exam results • It has 3 000 students aged 18-21 from all over the country
Campaign objective	<ul style="list-style-type: none"> • To increase student numbers • To publicise an Open Day, to be held in three weeks' time. This will allow potential students to tour the college and meet the tutors
Current PR activities	<ul style="list-style-type: none"> • They do not have a dedicated public relations team. • The campaign is being run by Learntec managers • The college has a strong social media following
Recent events	<ul style="list-style-type: none"> • One week ago, 30 Learntec students were affected by a computer virus at the College and 20 of them lost some of their coursework • Rumours quickly spread on the College's online student forum and external social media that 200 students had lost a whole year's work. • Learntec's IT department acted quickly to remove the virus from the affected computers and retrieve all the students' lost work. • They invited some of the students to take part in this exercise to support their studies. • The problem was quickly solved, the College did not think it necessary to send out any communications.
Activities run so far	<ul style="list-style-type: none"> • A new page created on the College's website seven weeks ago with information about the Open Day and an online booking form for the event. • Press releases sent to local weekly newspapers six weeks ago. These included a link to the Open Day page on the College's website and contact details to request further information. • Information about the Open Day was posted on the College's social media site two weeks ago, but this did not include a link to the website. There have been no further posts and no monitoring. • One of the managers has agreed to act as a media spokesperson and has arranged to be interviewed by a local TV news station about the Open Day. He has not been media trained.

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(b) Explain **two** ways you could measure the effectiveness of the public relation activities to date.

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(c) Explain **two** ways of analysing social media activity relating to Learntec College over the last two weeks.

(4)

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(d) Describe **two** key messages that the Learntec spokesperson could deliver to the media.

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(e) Assess the effectiveness of the college's public relations campaign.

(9)

Observations about the information and data:

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(Total for Question 8 = 27 marks)

TOTAL FOR PAPER = 100 MARKS

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Sample Mark Scheme

General marking guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than be penalised for omissions.
- Examiners should mark according to the mark scheme, not according to their perception of where the grade boundaries may lie.
- All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should be prepared to award zero marks if the candidate's response is not worthy of credit, according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed-out work should be marked UNLESS the candidate has replaced it with an alternative response.
- Candidates are not likely to be sitting this exam in their first language. Mark positively based on the ideas presented/understanding demonstrated rather than the quality of written English. It is acceptable for the answers to be presented in the form of bullets/short sentences.

Specific marking guidance for levels-based mark schemes*

Levels-based mark schemes (LBMS) have been designed to assess candidates' work holistically. They consist of two parts: indicative content and levels-based descriptors. Indicative content reflects specific content-related points that candidates might make. Levels-based descriptors articulate the skills that candidates are likely to demonstrate in relation to the skills being assessed in the question. The levels represent the progression of these skills.

When using a levels-based mark scheme, the 'best fit' approach should be used.

- Examiners should first make a holistic judgement on which band most closely matches candidates' response and place it within that band. Candidates will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the level descriptor, and will be modified according to how securely all traits are displayed at that band.
- Marks will be awarded towards the top or bottom of that band, depending on how they have evidenced each of the descriptor bullet points.

Sample Mark Scheme

Question number	Answer	Mark
1(a)	Managing its reputation	(1)

Question number	Answer	Mark
1(b)	Managing investor relations	(1)

Question number	Answer	Mark
1(c)	Publics are groups who may be impacted by an organisation	(1)

Question number	Answer	Mark
1(d)	Magazine	(1)

Question number	Answer	Mark
1(e)	Specific, measurable, achievable, relevant, time-bound	(1)

Question number	Answer	Mark
2(a)	<p>Award 1 mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> External agency may have more skills and resources (1), which means that they can cover any gap in in-house services. (1) External agency may have more specialist expertise (1), which means they can tailor their services to specific requirements/situations. (1) <p>Accept other reasonable responses.</p>	(2)

Question number	Answer	Mark
2(b)	<ul style="list-style-type: none"> Developing a PR strategy. Reporting on PR activities. <p>Accept other reasonable responses.</p>	(2)

Question number	Answer	Mark
2(c)	<p>Award 1 mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> In-house may have a better understanding of culture (1), which means that they can quickly meet the brief. (1) In-house staff are permanently available (1), which means they usually have capacity. (1) <p>Accept other reasonable responses.</p>	(2)

Question number	Answer	Mark
3(a)	<p>Award 1 mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> Publishing opinion pieces/articles/White Papers (1) because these demonstrate the organisation's knowledge/expertise on a given subject. (1) Commissioning/publicising research (1) to develop/promote the organisation's own knowledge/expertise. (1) 	(2)

Question number	Answer	Mark
3(b)	<p>Award 1 mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> Media training ensures an organisation's spokesperson is briefed/coached (1) so that they communicate the right message/give a positive message. (1) <p>Accept other reasonable responses.</p>	(2)

Question number	Answer	Mark
3(c)	<p>Award 1 mark for identification of a point up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> To monitor comments about the company on social media platforms (1) To post a video online (1) To upload a blog/microblog (1) <p>Accept other reasonable responses.</p>	(2)

Question number	Answer	Mark
4	<p>Award 1 mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> Organise journalist visits (1) to build personal relationships/journalist feels connected to an organisation. (1) Pitch stories (1) to support journalists' editorial requirements. (1) Prepare media packs (1) so that journalists have information about an organisation. (1) <p>Accept other reasonable responses.</p>	(4)

Question number	Answer	Mark
5	<p>Award 1 mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of 6 marks.</p> <ul style="list-style-type: none"> Select a venue with transport links (1) to ensure journalists can attend. (1) Choose, train and brief participants (1) to ensure they are on-message. (1) Pre-arrange interviews for journalists with host (1) to maximise media exposure. (1) Invite and follow up selected media (1) to manage attendance. (1) <p>Accept other reasonable responses.</p>	(6)

Question number	Answer	Mark
6(a)	<p>Award 1 mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> Prepare a press release to local media (1) to explain the benefits the store could offer (1) Organise a public meeting for local people (1) to provide them with more information/allow them to ask questions. (1) Organise a recruitment event (1) to attract new employees (1) <p>Accept other reasonable responses.</p>	(4)

Question number	Answer	Mark
6(b)	<p>Award 1 mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> Organise a face-to-face meeting (1), which will provide information and give shopkeepers the opportunity to ask questions. (1) Manage social media (1) to communicate positive messages/reinforce positive views about the store (1) Email newsletter/communications (1) so that tailored messages are targeted to shopkeepers (1) <p>Accept other reasonable responses.</p>	(4)

Question number	Answer	Mark
6(c)	<p>Award 1 mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Must be truthful (1) so that trust is built/audience is not misled (1) • Must be transparent (1) so that all relevant facts are communicated/facts are not hidden (1) 	(2)

Question number	Answer	Mark
6(d)	<p>Indicative content</p> <ul style="list-style-type: none"> • Campaign budget – to fund activities • Campaign objectives – to create awareness of new job opportunities, how these could be advertised and when to apply. • Messages – one hundred new jobs, training on the job, skills required, employment benefits, benefits of national organisation, career prospects and development. • Media to be used – local media and online. • Schedule of activities: <ul style="list-style-type: none"> ○ recruitment advertisements ○ press releases ○ recruitment events to discuss roles and skills, create and provide brochures/leaflets. • Evaluation of number and quality of job applications. <p>Accept other reasonable responses.</p>	(12)

Level	Mark	Descriptor
	0	No rewardable material
Level 1	1–4 marks	<ul style="list-style-type: none"> • Demonstrates limited of knowledge and understanding and there may be major omissions/misconceptions • Tactics/strategies/objectives/approach is/are unlikely to be appropriate to the context • Tactics/strategies/objectives are not likely to be supported or justified.
Level 2	5–8 marks	<ul style="list-style-type: none"> • Demonstrates mostly accurate knowledge and understanding with some omissions/misconceptions • Tactics/strategies/objectives/approach will be mostly appropriate to the context • Tactics/strategies/objectives may not be fully justified.
Level 3	9–12 marks	<ul style="list-style-type: none"> • Demonstrates accurate knowledge and understanding with few omissions/misconceptions • Tactics/strategies/objectives/approach will be appropriate and the link to the context will be clear • Tactics/strategies/objectives will be justified using evidence form the context.

Question number	Answer	Mark
7(a)	<p>Award 1 mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> To tell people something they do not know/might want to know (1) so that newspapers will publish this information. (1) To give current news/information (1) and ensure that the information is topical/relevant. (1) <p>Accept other reasonable responses.</p>	(2)

Question number	Answer	Mark
7(b)	<p>Award 1 mark for each point up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> It's local interest. (1) It's a last-minute victory. (1) It's recent news. (1) It's a human interest story (1) <p>Accept other reasonable responses.</p>	(2)

Question number	Answer	Mark
7(c)	<p>Award 1 mark for identification of a point and an additional mark for a linked description point, up to a maximum of 4 marks.</p> <ul style="list-style-type: none"> Videos of good goals scored in training/interviews with players (1) will add exclusive insight into the football club (1) Microblogs of sensational match events/fouls (1) will spread interest/go viral (1) Videos/microblogs interviews with players (1) will raise the club profile/generate supporter interest (1) <p>2 + 2</p> <p>Accept other reasonable responses.</p>	(4)

Question number	Answer	Mark
7(d)(i)	<p>Indicative content</p> <p>Most or all of the following elements to make up a short press release contextualised to the case study:</p> <ul style="list-style-type: none"> organisation name and logo date headline relevant to audience introductory paragraph that summarises the key messages subsequent paragraphs provide further information/engagement Written to achieve aims/encourage commercial sponsors quote from Newtown Rovers spokesperson Benefits of sponsorship/partnership opportunities additional information (website address, information about players) contact details for more information. 	(12)

Level	Mark	Descriptor
	0	No rewardable material
Level 1	1–4 marks	<ul style="list-style-type: none"> • Demonstrates limited of knowledge and understanding and there may be major omissions/misconceptions • Tactics/strategies/objectives/approach is/are unlikely to be appropriate to the context • Tactics/strategies/objectives are not likely to be supported or justified.
Level 2	5–8 marks	<ul style="list-style-type: none"> • Demonstrates mostly accurate knowledge and understanding with some omissions/misconceptions • Tactics/strategies/objectives/approach will be mostly appropriate to the context • Tactics/strategies/objectives may not be fully justified.
Level 3	9–12 marks	<ul style="list-style-type: none"> • Demonstrates accurate knowledge and understanding with few omissions/misconceptions • Tactics/strategies/objectives/approach will be appropriate and the link to the context will be clear • Tactics/strategies/objectives will be justified using evidence form the context.

Question number	Answer	Mark
7(d)(ii)	<p>Award 1 mark for identification of a point and an additional mark for a linked description point, up to a maximum of 4 marks.</p> <ul style="list-style-type: none"> • Plan of new facilities (1) to show what the club wants to achieve/to help people visualise a better club environment (1) • Photograph of the old toilet (1) could inspire sympathy (1) • Photograph of the new young footballer (1) may attract interest (1) <p>2+2</p> <p>Accept other reasonable responses.</p>	(4)

Question Number	Answer	Mark
8(a)	<p>Award 1 mark for each point and an additional mark for a linked description, up to a maximum of 6 marks.</p> <ul style="list-style-type: none"> • Reputational damage (1) to the College caused by the computer virus and lack of communication (1). (risk) • As there has been no professional PR input to the campaign (1), there is a risk that activity is not being properly planned, co-ordinated or monitored (1). (risk) • As no one is currently monitoring social media posts (1), the College may not be aware of negative comments being posted about the computer virus which could put people off registering for the Open Day (1). (risk) • The Manager being interviewed about the Open Day may also be asked about the computer virus (1). As he/she has not been media trained, there is a risk that he/she may not be able to answer any questions about the impact of the computer virus (1). (risk) • Press release might not be printed in media/might print it too late (1) then people wouldn't know about the open day (1) • Not utilising specialist skills where appropriate (1) so the campaign may not be appropriate (1) 	(6)

	<ul style="list-style-type: none"> Lack of control of how and where information is shared/repeated on social media (1) so the campaign might not reach intended audience/rumours may go viral (1) <p>Accept other reasonable responses.</p>	
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Question Number	Answer	Mark
8(b)	<p>Award 1 mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of 4 marks.</p> <ul style="list-style-type: none"> Number of articles published (1) because more articles would show its more effective (1) Number of requests for further information (1) fits with target attendance rate (1) Number of Open Day bookings (1) before and after the press release was issued (1) Number of Open Day bookings (1) before and after the social media announcement (1) Search engine metrics/website traffic (1) which measure success in promotional activities (1) <p>Accept other reasonable responses.</p>	(4)

Question Number	Answer	Mark
8(c)	<p>Award 1 mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of 4 marks.</p> <ul style="list-style-type: none"> Trending discussions/hashtag use (1) which shows impression/momentum of audience engagement (1) Number of Likes/Dislikes (1) which shows positive/negative responses (1) Number of Shares (1) which shows engagement with campaign (1) <p>Accept other reasonable responses.</p>	(4)

Question Number	Answer	Mark
8(d)	<p>Award 1 mark for each piece of advice and an additional mark for a linked description, up to a maximum of 4 marks.</p> <ul style="list-style-type: none"> Provide general information about the College (1) about the range of courses/provision (1) Provide information (1) about exam success (1) – provide statistics (facts) (1) Provide key messages about the Open Day (1) to give detail on how to attend (1) Be prepared to provide information on the computer virus (1) around the steps that Learntec’s IT department took to fix the computer virus problem <p>Accept other reasonable responses.</p>	(4)

Question Number	Answer	Mark
8(e)	<p>Indicative content</p> <ul style="list-style-type: none"> • Press releases which saw website and traffic bookings increase significantly • Social media information posted 2 weeks ago did not make an impact on web traffic • Social media post didn't include link to the website • The data shows whole campaign is small/ineffective • Rumours about the virus have not been countered with the facts • Interest in campaign/open day decreased since the virus was found • Momentum has not been created. <p>Conclusions:</p> <ul style="list-style-type: none"> • Lack of communication by the College about the computer virus allowed rumours to spread which may have impacted numbers of people booking to attend the Open Day • Wasted opportunity to counteract negative social media comments about the computer virus with a positive story about involving students in solving the problem • The College could have taken better advantage of its strong social media following by running a planned social media campaign to promote the Open Day • The audience (public) for the press release should be have national media, not local as the College attracts students from all over the country. • Not enough PR activity to promote the event – need regular communications to keep momentum going. • Rumours can quickly damage reputation. They should be corrected quickly to limit the damage. • Attention to detail is important – where a call to action involves publics using a website, ensure that a link to the website is included in communications • Involve experienced PR professionals for future campaigns to ensure a co-ordinated, efficient approach • Be aware of other things going on in the background that might impact your campaign e.g. the computer virus • Monitor social media activity regularly to see what is being said and how this might impact reputation or the success of a campaign • It is important to communicate with all audiences, whether internal or external to keep them informed. communications are as important as external. 	(9)


Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3 Marks	<ul style="list-style-type: none"> • Demonstrates limited understanding of the data, there may be major gaps or omissions in the answer • Analysis likely to consist of basic description of information with little or no interpretation • Response lacks clarity and there is little attempt at drawing conclusions or making connections between the context and the data.
Level 2	4-6 Marks	<ul style="list-style-type: none"> • Demonstrates understanding of the data with a few omissions in the answer • Evidence of interpretation and selection of key points of data leading to an analysis being presented

		<ul style="list-style-type: none"> • Response has clarity, and there is an attempt to draw conclusions and make connections between the context and the data.
Level 3	7-9 Marks	<ul style="list-style-type: none"> • Demonstrates thorough understanding of the data; Any gaps or omissions are minor • Interpretation and selection of key points of data leads to a comprehensive analysis • Response has clarity and draws reasoned/justified conclusions and connections between the context and the data.

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