

Communication Plan: Recommends adaptations to the message to effectively target each intended audience

1 point

0 points

/ 1



Criterion Feedback

1.19.23

This is a good start on the project.

The project must recommend adaptations to the message to effectively target each intended audience.

Please recommend adaptations to the message to effectively target each intended audience.

Please note that the companies are the audiences, not their customers.

Please address the following questions:

1. What are the differences in the needs of the audiences per company?
2. What adaptations are key to consider when adapting your message to better connect with the intended audiences?

3. How would LivingPlanet change their message to the company?

Please refer to the following project resources:

1. Publics and Demographics (Video)
2. Know Your Audience and Purpose (Professional Writing) (Video)

January 12, 2023

You're currently recommending changes to the companies, which isn't what you're asked to do for these questions. For Adjustments, you need to refer to the message in the assignment directions. What adjustments should LivingPlanet make to this message so it effectively connects to the two companies you selected? Why would these changes work? You are not being asked to change the companies.

Criterion Feedback

1.19.23

This is a good start to the project.

The project must explain how the targeted messages may reach unintended audiences.

Please explain how the targeted messages may reach both unintended audiences.

Please specifically address the two audiences you have described in the first row of the chart above.

Please consider the following question:

Based on the method of communication and the networks of people you are communicating with, how might your message (or the company's message) reach networks of people or individuals for whom the message was not originally intended?

Please refer to the following project resources:

1. The Writing Commons: Audience Analysis: Primary, Secondary, and Hidden Audiences

January 12, 2023

For this section, please discuss the delivery methods you selected in the above section. How could these delivery methods cause the message to be sent to audiences outside of your target audiences?

Criterion Feedback

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This is a good start to the project.

The project must describe how the targeted message's content can change each message's effectiveness.

Please describe how the targeted message's content can change each message's effectiveness.

Please specifically address the two audiences you have described in the first row of the chart above.

Please consider the following question:

How do tone, verbiage/ word choice, and language change how well received your message is by the intended audience?

Please refer to the following project resources:

1. The Writing Commons: Audience Analysis in Formal Reports
2. Stand Up, Speak Out, Chapter 5, Sections 1-5
3. The Writing Commons: Researching Your Audience

January 12, 2023

Shift conversation over to LivingPlanet and how their language, tone, context, and voice changes the effectiveness of the messages geared toward companies A and B. Revise so you focus on these companies while keeping the audience demographics in mind. Be specific in your examples and discussions instead of just listing the keywords without context or explanations.

Criterion Feedback

1.19.23

This is a good start on the project.

The project must discuss the potential issues that could arise as a result of delivering the targeted message.

Please discuss the potential issues that could arise as a result of delivering the targeted message.

Please specifically address the two audiences you have described in the first row of the chart above.

Please consider the following question:

Which ethical, legal and or cultural areas should be explored in an effort to deliver an effective message?

Please refer to the following project resources:

1. Stand Up, Speak Out, Chapter 5, Section 5.2
2. Marketing Research (section titled: Consumer Privacy & Ethical Responsibilities)

January 12, 2023

Review the company profiles for companies A and B, then consider what issues LivingPlanet might come across when communicating with these two specific companies. For example, company B is French-Canadian, so what cultural or legal issues might exist here? Company A is primarily Spanish-speaking, so what cultural issues should LivingPlanet consider here? Focus on the companies and the written communication in the project directions.

Criterion Feedback

1.19.23

Since you still have more writing to do, I will review your writing skills next time. Before resubmitting, please consider using the free 24/7 online academic support services at SNHU. You can access these services through the Academic Support tile in Brightspace. You can access coaching, tutoring, peer support, library services, and more.

January 12, 2023

Since there are still more elements to address, this section will be left as "not yet" and will be assessed in the next draft.

Criterion Feedback

1.19.23

Since you still have more writing, I will review your citations and references next time. Please click on the "Citation Help" tab on your course's homepage to learn more about this. From there, you can gain access to the CfA Citation Guide, as well as the CfA Citation Maker.

January 12, 2023

Citations and references are required elements for this project. Wherever you have directly quoted or paraphrased information, or even if you learn specific content from a source, include in-text citations (Author, year). At the end of the document, include a reference page. The CfA Citation Guide and the Citation Maker will help you with this step. Why is it important to credit your sources for your projects?
