

# Corporate Communication

## Take-Home Assignment

**complete all parts**

### Culinary Adventure Tour Presentation

Stephanie Lo graduated from college with a major in French and a minor in communication. She was very happy to get a job with Journey- Free, LLC, a company that specializes in organizing educational tours for students, professionals, and other groups.

Ultimately, Stephanie would like to become a tour leader, but for now she is the assistant to the Vice President of Tour Operations, Rachel Jones.

Stephanie's role is to work on marketing communications. Stephanie's first project required that she use all her strength developing communications to market Journey Free's newest product, a culinary tour of France, specifically designed for culinary arts and nutrition teachers in high schools and trade schools. In addition to advertising online and sending brochures to high schools, Stephanie's supervisor, Rachel, plans to visit school districts in major cities and present the program to superintendents, principals, department chairs, and teachers. She will give a brief and colorful slide presentation and offer samplings of the French food that culinary arts teachers will experience on the tour.

Thirty culinary arts teachers have invited Rachel to give a presentation next week, so she needs a slide presentation fast. She asks Stephanie to design and develop a draft of the presentation. Together they work out the following outline:

- The Educational Experience
- Trip Overview
- Trip Logistics and Costs
- About Journey Free, LLC
- Q&A

Rachel and Stephanie also discuss the audience and key selling points to make in the presentation. The next day, Stephanie puts together a draft of presentation slides. She is planning to meet Rachel to review the slides and to discuss the talking points that will go with the slides.

Stephanie would like your help in **analyzing the audience, evaluating the presentation, and composing the content for the presentation** and the questions after reading the case-study in the Business Communication textbook **page 435-439** and answering the **following tasks related to the case questions:**

*(Figures in the brackets indicate relative weightings for each part of the exam)*

**TASK 1: Question 1-3 (15%)**

**Analyzing Purpose and Audience**

**TASK 2: Question 4-7 (20%)**

**Reviewing the Structure and Composing Oral Content**

**TASK 3: Question 8-15 (40%)**

**Evaluating the Presentation Slides**

**TASK 4: Question 16-17 (10%) Delivering**

**the Presentation**

**TASK 5: Question 18-19 (15%)**

**Handling Questions and Answers**

**You are required to write concisely to transmit the information and your analysis.**

**The maximum overall word count for this assignment is**

**3000 words in length (+ / - 10%).**

**Note: Any assignment that is greater than the maximum word count will be penalized in the marking process.**

## Grading Rubric for The Exam

<b>Criteria/ Grading</b>	<b>Distinction 90-100/100</b>	<b>Merit 80-89/100</b>	<b>Pass 70-79</b>
<b>Course Content and Comprehension (50%)</b>	Paper demonstrates mastery of course content; makes numerous/rich connections to course content, terms, and ideas.	Paper demonstrates comprehension of course content; makes several/useful connections to course content, terms, and ideas.	Paper demonstrates lack of engagement with course content; makes no/strained connections to course content, terms, and ideas.
<b>Supporting Evidence (25%)</b>	Paper supports each question/claim with compelling evidence; evidence is seamlessly integrated into paper	Paper supports most question/claim with relevant evidence; most evidence is integrated into paper.	Paper includes many unsupported question/claim; most evidence (block quotations, etc.) disrupts the flow of the paper.
<b>Exam Report Organization and Style (25%)</b>	Paragraphs begin with topic sentences that support assignment; smooth transitional sentences connect paragraphs; conclusion moves beyond summary; prose is beautiful and prose is polished and graceful; sentence structure is varied throughout paper	Paragraphs begin with topic sentences that relate to assignment; transitional sentences connect most paragraphs; conclusion is mostly summary; prose is clear and serviceable; sentence structure is somewhat varied.	Few paragraphs begin with topic sentences that relate to assignment; paragraphs are not connected; conclusion is absent; prose is awkward and, in places, incoherent.