TRƯỜNG ĐẠI HỌC VĂN LANG
KHOA THƯƠNG MẠI

**ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 1, năm học 2024-2025**

I. Thông tin chung

Tên học phần:	Quan hệ công chúng		
Mã học phần:	241_72MRKT40073_01	Số tín chỉ:	3
Mã nhóm lớp học phần:	01		
Hình thức thi: **Dự án (có thuyết trình)**		Thời gian làm bài: **7**	ngày
☒ GV giao đề bài trong thời gian giảng dạy lớp học phần	☒ TT. Khảo thí thiết lập và giao đề bài trên hệ thống thi CTE theo lịch thi Phòng Đào tạo công bố		
☐ Cá nhân	☒ Nhóm	Số SV/nhóm:	6-7
Quy cách đặt tên file	***Mã HP_NhomX_ Proposal/Report*** *(trong đó X là thứ tự nhóm)*		

Thi 1 lần.

1. Formatting Guide

   - The submission consists of 2 files: Proposal before the event (power point file) and Report after the event (word file)

   - The content of the Proposal before the event is about 40-50 slides and the Report after the event is about 5-10 pages.

   - Naming convention for exam/assignment files:

   + ***Mã học phần_NhomX_Proposal/Report*** *(trong đó X là thứ tự nhóm)*

2. Sending Assignment Cover Sheet

   After approving the assignment cover sheet, answers/rubric, the Head of Department/ the send assignment cover sheet to Trung Tam Khao Thi via email khaothivanlang@gmail.com including Word and Pdf files (compress and set a password for the compressed file) + messaging + naming via tel no. **0918.01.03.09** (Phan Nhất Linh).

II. Intended Course Learning Outcomes Assessed

CLO	CLO Details	Asessment Methods	CLO weight in assessment component (%)	Question No.	Maximum Grade	Matching PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO1	Understand the basic activities of PR work and portrait of PR workers in enterprises. Plan, implement and evaluate public relations (PR) activities in the organization.	Proposal & Report	10%	1	1	PLO3/PI3.3
CLO2	Ability to apply theory to build a PR Chapter from research, analysis, plan the implementation and evaluate the effectiveness of public relations activities.	Proposal & Report, Event demonstration	30%	1	3	PLO4/PI4.2
CLO3	Have basic skills to implement PR tools in public relations activities of enterprises.	Proposal & Report, Event demonstration	20%	1	2	PLO8/PI8.1
CLO4	Have basic skills to implement PR tools in public relations activities of enterprises.	Proposal & Report, Event demonstration	20%	1	2	PLO8/PI8.3
CLO5	Help students have an attitude:	Event demonstration	20%	1	2	PL10/PI10.1

honest, serious implementation of rules and positive attitude in learning. Upon completion of this course, students have the ability to self-study and do their own research on issues related to public relations.					

III. Assignment Requirement

1. Exam question

Each group chooses one of the following four types of events to plan and simulate in class.

- Personal event
- Business event
- Entertainment event
- Cultural event

2. Report Requirement:

General requirements for 2 reports:

- Cover page
- Table of contents
- Full content as required
- List of members & level of work completion
- Appendices & references.

Detailed Requirements:

Before event _ Event Proposal _ 40-50 slides

1. Table of content
2. General information about the program
3. Overall agenda
4. Team structure
5. Design
   - Key concept (including tone & mood), realistic perspective image of the program
   - Items used in the program
6. Detailed program script (must include staff allocation)
   - Set up & Rehearsal
   - Official day
   - After the event

- Camera flow
7. Communication plan before, during and after the event
8. Backup plan for possible risks and how to deal with them
9. Appendix
- Press Release
- Model, MC, PGs, KOLs
- Items for stage
- Note
10. Detailed team performance evaluation (specific to the items each member participated in)

After event _ Event report _ 5-10 pages
Write a report summary as follows:
1. Post-Event Communications: thank you notes & video summary
2. Organize lessons learned, record in writing. Required content: evaluation of the supervisor; evaluation of the activity groups for the company event BEFORE, IMPORTANTLY and AFTER.
3. Report on the event that took place during the day and evaluate the results
4. Media report and evaluate the results

3. Grading and Rubric

Criteria	Weighing (%)	Excellent 8 - 10 points	Good 6 - Below 8 points	Satisfactory 4- Below 6 points	Needs Improvement Below 4 points
Pre-event planning	40 %	The plan is clear, fully meeting the requirements of the topic.	The plan is quite clear, quite fully meeting the requirements of the topic.	The plan is relatively clear, relatively fully meets the requirements of the topic, and there is still one number of errors	The plan is not clear, does not fully meet the requirements of the topic, many errors heavy
Event simulation organization	25 %	Implementing the simulation reaches 90-100% of the set plan	Simulation implementation reaches 70-89% of the set plan	Simulation implementation reaches 50-69% of the set plan	The simulation is less than 50% of the set plan
Post-event reports	20 %	Fully report on the content that has been implemented.	The report is quite complete.	The report is relatively complete with the content of the implementation.	The report is incomplete of the implemented contents.

Teamwork	15%	Good coordination before, during, and after the event	Pretty good coordination before, during, and after the event	Relatively good coordination before, during, and after the event	Poor coordination before, during, and after the event

Hồ Chí Minh City, 8th November, 2024

Internal Verifier   **Lecturer**

PhD. Trần Nguyễn Hải Ngân   **Lê Vũ Lan Oanh**