**Chapter 6**

**Class Activity 1: Goals versus Objectives**

Using the hypothetical organization Acme, identify which of the following are goals and which are objectives. How would goals be rewritten to become objectives and vice versa?

• Increase awareness of Acme’s social media presence on Facebook.

• Raise $15,000 for Acme’s scholarship fund.

• Increase Acme’s Facebook followers by 25%.

• Generate goodwill among Acme’s key publics.

• Increase awareness of Acme’s scholarship fund on Twitter.

**Class Activity 2: Planning**

Create a PR plan for raising awareness of this event. Provide a planned itinerary for one week of social media promotions. Design what the number and timing of each social media promotion will be. Additionally, list any potential costs for this plan. Approximate how many hours this promotion will take and how many people it will take to implement it.

**Class Activity 3: Budgeting**

Create a special event for a campus organization they are involved with. This event should be for one day and have a clearly identified goal. Complete a budget for this event and give dollar amounts for each item listed

**Class Activity 4: Consequentialism versus Two-Way Communication**

The ethical dilemma of paying for social media followers: Consider how this would be analyzed under consequentialism and also how this practice would be viewed under two-way communication. At the end of the discussion, have each group report its findings to the class.

**Case Study Discussion**

**Case Study Activity 1: Impact**

Consider how the impact of a campaign can be measured. Specifically, address whether impact can have monetary value and how PR practitioners can use impact as a method to justify campaign costs.

At the end of the small-group discussion, each group should share the most important or interesting point that came up during their discussion.

**Case Study Activity 2: Considering Attainability**

Consider in a short paper how the WSSCC viewed attainability. Is it better for an organization to set low objectives that are clearly obtainable or to set objectives that are difficult to attain? What are the benefits and drawbacks of each approach? Is there ever a time when a PR practitioner must set goals and objectives so high that they are nearly impossible to attain?

**Case Study Activity 3: Looking at Publics**

Analyze in a short paper who were the publics of the WSSCC Global Handwashing Day initiative. How does the SMART process work when there are multiple publics an organization is trying to reach?