

A1 Assignment: Written request (10%)

ORION

The final version of this group assignment is due by **13.00 just before Session 3**.

Teams: Assignment A1 is done in a team of approximately 4 students. We'll form the teams in the first session.

Learning outcomes:

- analyse an audience and define objectives to create a targeted business message
- write a coherent and convincing, reader-friendly business message (request)
- critically assess other business messages

Situation:

You are an Aalto Biz student and work as a part-time employee for Orion, a leading pharmaceutical company in Finland. In your job as a management intern, you have become increasingly aware of and frustrated with the fact that many people in developing countries cannot afford basic medicine that would improve their health and, for instance, reduce child mortality.

You are currently participating in the course 'How to change the world: social responsibility projects' (6 cr). The purpose of the course projects is to find creative solutions to real-life social challenges that are linked to case companies. You have decided to approach Orion to request them to participate in your team's project.

With your group members, develop your creative solution to improve the access to affordable medicines in developing countries. Write an email request to Orion's Corporate Responsibility Manager to persuade her / her unit to participate in your team's project.

In class, we discussed how, before writing the email, you need to think carefully about:

1. Reader benefits. Why would the company want to help you? What's in it for them?
2. The arguments that you use carefully in order to get the response you want.

Thoroughly analyse the situation with your team by using the ideas discussed in [Input 1](#) (communicating strategically) and [Input 2](#) (persuasive techniques). After that, write the email request.

Deadlines:

- **A1: Written request 1st version (team):** Submit in 'A1 Written Request 1st Version - Team Submission for Peer Feedback' in MyCourses by 12.00 Tuesday. Another team will give you feedback in class. The final version will be due on Thursday.

- **Write a final version based on the peer feedback.** Each team to email to teacher by 13.00 on Thursday.

Submission format: Please submit as a pdf-file. Make sure your team name is displayed in the file name.

Evaluation criteria: Please check the evaluation rubric available in the MyCourses A1 submission box before starting to work on the assignment and again before you submit.