

Assignment 1: Written request (25%)

Deliverables

This assignment has **two** deliverables:

- 1a. Communication strategy analysis (10%)
- 1b. Email request (15%)

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 Medicus, the leading pharmaceutical company in Finland. In your job, 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 project is to find creative solutions to real-life social challenges that are linked to case companies. As a project, you would like to focus on how Medicus could contribute to alleviating the problem.

With your group members develop your creative solution to improve the access to affordable medicines in developing countries. Write an email request to Medicus' responsibility manager to persuade her to participate in your project.

1a Communication strategy analysis (10%)

Write a summary which highlights the key communication strategy issues that you consider to be important in approaching Medicus, as well as how you will address these issues in your email.

Use the following questions to help you analyse the situation (Munter, Ch 1).

1. What is / are your specific communication objective(s) in the case?
2. How much and what kind of credibility do you as the communicator have? How does this influence your message?
3. What are the important considerations about audience in this case?
4. How should you structure your message, and why?

1b Email request (15%)

With your group members write the actual email request.

1. Bring two hardcopies of 1a (your analysis) and 1b (email draft request) to class in week 2. We'll use these for peer feedback and class discussion.
2. Write a final version based on the peer feedback. This is due in week 3.

Evaluation criteria for communication strategy analysis

Grade 5: The summary fulfills all the criteria for grade 4. The main difference between 4 and 5 is that it is crystal clear in your analysis how the communication strategy issues are related to each other, and also how they will influence the email message that will be sent.

Grade 4: The summary provides a detailed analysis of all key communication strategy issues (communication objective, communicator strategy, audience strategy, message strategy). As such, the summary shows that the students have understood the key communication strategy issues in the case. However, it might not be crystal clear how these communication strategy issues are related to each other, or how they will influence the email message that will be sent.

Grade 3: The summary provides a good analysis of all key communication strategy issues (communication objective, communicator strategy, audience strategy, message strategy), but some of the issues could be analyzed more thoroughly. It might also be slightly unclear how the communication strategy issues are linked to each other or how they will influence the writing of the email request.

Evaluation criteria for request

Grade 5: The request fulfills all the criteria for grade 4. The main difference between 4 and 5 is that the ethos, logos and pathos are clearly tied to the recipient and his/her company. In addition, the request is based on creative and implementable solutions to the issue at hand.

Grade 4: The reader understands the purpose of the request and finds out what s/he needs to know. There are clear appeals to ethos, logos, and pathos in the request. The style is suitably polite and focuses on positive opportunities. The language is error-free and the tone is professional (not informal language). There are a suitable number of paragraphs and enough white space. The reader would be likely to respond positively. The solutions are implementable but not necessarily innovative.

Grade 3: The reader understands the purpose of the request and finds out what s/he needs to know. There are some appeals to ethos, logos, and/or pathos in the request. There are some issues with style, tone and language that could be improved. The reader might respond positively. The solutions are implementable but not necessarily innovative.