Group Project

Assignment 1b: Campaign Goals

(*Max 15 points*)

In this class, you are developing an anti-drunk driving campaign. Before you can do that, you will need to formulate communication objectives for your campaign. Consider what you want your audiences to ***think*/*feel*/*do***.

*Please complete Module 1 reading and Module 1 Quiz before working on this assignment.*

Your task is to:

1. Download this document and save as **Assignment 1b GroupNumber** (enter the number of your group) E.g. if you are Group 1 then you will save this file as **Assignment 1b Group 1**
   1. Do not delete this page.
   2. You will answer the questions listed below by filling out the template starting on page 2 of this document.
2. Look back at the campaigns you analyzed in Assignment 1a, identify the ***think/feel/do campaign goals*** for the selected campaigns (*Max. 9 points*)
3. Considering points 7 and 8 from Assignment 1a, develop three communication goals for your campaign– decide what you want your target audience to *think*, *feel*, and *do*. (*Max 6 points - max. 2 points per goal*)

*Only assignments returned on this template and submitted to the Assignment folder on CourseDen will be graded. Please do not modify the formatting and do not delete any parts of the template.*

Point 2

**Look back at the campaigns you analyzed in Assignment 1a, identify the *think/feel/do campaign goals* for the selected campaigns:** *(Max 9 points)*

**CAMPAIGN 1:**Campaign Name

Campaign goals *(Max 3 points)*

Think goal: Formulate a think goal for the campaign here

Feel goal: Formulate a feel goal for the campaign here

Do goal: Formulate a do goal for the campaign here

**CAMPAIGN 2:**Campaign Name

Campaign goals *(Max 3 points)*

Think goal: Formulate a think goal for the campaign here

Feel goal: Formulate a feel goal for the campaign here

Do goal: Formulate a do goal for the campaign here

**CAMPAIGN 3:**Campaign Name

Campaign goals *(Max 3 points)*

Think goal: Formulate a think goal for the campaign here

Feel goal: Formulate a feel goal for the campaign here

Do goal: Formulate a do goal for the campaign here

Point 3

**Considering points 7 and 8 from Assignment 1a, develop three communication goals for your campaign– decide what you want your target audience to *think*, *feel*, and *do*.**

(Your) Campaign goals *(Max. 6 points - Max. 2 points per goal)*

Think goal: Formulate a think goal for the campaign here

Feel goal: Formulate a feel goal for the campaign here

Do goal: Formulate a do goal for the campaign here