**ASSIGNMENT: one paper two parts**

**Part 1**

Using the following article follow steps 1-3: https://yourbusiness.azcentral.com/write-report-advertising-campaign-3909.html

STEP 1: Find the article and link it.

STEP 2: Write 2-3 paragraphs about what the article says about assessment.

STEP 3:  Discuss whether you believe that method of assessment would work for a tourism office client. Why or why not?

**Part 2**

A local University has asked you to be part of a brainstorming team to help promote getting campus back to "normal" as the fall 2021 semester brings more students back to campus. Keeping in mind that there will be people who are still unvaccinated, people who are afraid to be in crowds, people who prefer to Zoom their classes and others who aren't quite ready to resume normal functions on campus, you're part of a team that needs to create some messaging that will help students deal with their concerns and promote that the university is doing everything possible to make campus safe and familiar.

Read the above the Write a response using the following

• Identify a specific target audience on campus that you want to reach. Be descriptive of that audience; don't just say "students." Are we talking about students in residence halls, students in clubs, commuters, certain majors?

• Identify the objectives of your campaign. (Use the DAGMAR objectives as a starter.) What do you want to achieve?

• What is one message that you want to communicate to that audience to reach that objective?