

MC 4020
SWOT Analysis

In this assignment your group will conduct secondary research on a Fortune 500 company (i.e., visit the library to discuss research resources). Compile what you learned about your organization's situation, organization and publics. Use the checklists in steps 1, 2 and 3 of this week's readings.

Determine if what you find is an internal strength or weakness of the organization or an external opportunity or threat of the environment/competition. Develop a detailed **SWOT Table and summaries** based on the research. At the end of each summary make sure to identify the research program you would suggest to gather additional information. Some of the information in the summaries will overlap between sections.

Remember:

Internal = strengths/weaknesses

External = opportunities/threats

Make sure to address the following from this week's formative research lessons:

Objective/Criteria	Exceptional All required items are present and exceptionally completed.	Satisfactory The work has a few errors and may be missing some of the subtleties of the assignment.	Adequate A number of the components are superficially completed.	Needs Improvement Failed to comprehend and apply materials or follow directions.	Deficient Did not complete at least 50% of the assignment competently.
Intro and Broad understanding of org (mission, vision, values).	5	4.0	3.5	3.0	2.5-0.0
The Public Relations Situation (summary) A. Background on the issue B. Consequences of the situation C. Resolution of the Situation D. Research Program	5	4.0	3.5	3.0	2.5-0.0
Organization - Internal Environment (Summary) A. Performance B. Niche C. Structure D. Ethical Base E. Internal Impediments F. Research Program	5	4.0	3.5	3.0	2.5-0.0

Organization - Public Perception (Summary) A. Visibility B. Reputation C. Image Index D. Research Program	5	4.0	3.5	3.0	2.5-0.0
Organization - External Environment (Summary) A. Supporters B. Competitors C. Opponents D. External Impediments E. Research Program	5	4.0	3.5	3.0	2.5-0.0
Publics (Summary) A. Customers B. Producers C. Enablers D. Limiters E. Research Program	5	4.0	3.5	3.0	2.5-0.0
Key Publics (Summary) A. Existing Information B. Analysis of Key Characteristics C. Communication D. Demographics/Psychographics E. Benefits F. Research Program	5	4.0	3.5	3.0	2.5-0.0
SWOT Table	5	4.0	3.5	3.0	2.5-0.0
Manship Essentials and AP Style <ul style="list-style-type: none"> • Style and content are appropriate for the target public(s). • Sentence structure. • Spelling and punctuation. • Accuracy. • Writing is interesting and informative. • Completeness: Reader is not left with any unanswered questions. • Style and format are appropriate for the medium you are using. • Content meets objectives. • Structure is appropriate: introduction, organization, transitions. • Grammar and syntax. 	5	4.0	3.5	3.0	2.5-0.0
Format: <ul style="list-style-type: none"> • 12 pt. Times New Roman Font. 	5	4.0	3.5	3.0	2.5-0.0

- **1" page margins all around.**
- **No more than 6 pages single-spaced.**
- **Make sure to include citations for all information in the paragraphs as well as the SWOT table in APA format.**
- **Include cover page and reference page (will not count toward page length).**

Total (out of 50 points)