

**College of Administrative and Financial Sciences**

**Assignment 2**

**Deadline: 31/03/2020 @ 23:59**

|  |  |
| --- | --- |
| Course Name:**Communication Management** | Student’s Name: |
| Course Code:**MGT 421** | Student’s ID Number: |
| Semester: **IIND/ Spring 2019-2020** | CRN: |
| Academic Year: **1440/1441 H** |

**For Instructor’s Use only**

|  |
| --- |
| Instructor’s Name: |
| Students’ Grade: **XX/05.00** | Level of Marks: High/Middle/Low |

**Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using**Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

**Learning outcomes:**

* Identify sentence and paragraph level language needed to convey a business voice in management writing (Lo 1.3)
* Apply techniques to lead and participate in collaborative and individual management writing. (Lo 2.3)
* Describe appropriate writing format for business letters using in-house communication principles. (Lo 4.5)
* how career writing can improve skills for career Search, Resumes and Follow Ups Communication. (Lo 4.4)

**Purpose of the Assignment-**

Students will practice business writing and communication Skills.

**Assignment Question(s):** **(Marks 5)**

***This assignment is a continuation to assignment 1:***

Q1. After celebrating 25thschool foundation day, write a newsletter to publish a success story of the event in the Local Newspaper and Television News Channel. **(2.5 grades)**

* Your draft of success story of the eventis brief covering all aspects of the event. (200-300 words).
* To complete this task, you can rely on your earlier submission and add additional imaginative activities and description of the event. This is a hypothetical scenario to allow to you practice business communication.
* Our university successfully hosted these types of events, you may get some idea from the university website.

Q2. Your school need additionalteaching &non-teaching staff for a new upcoming academic year:

**(2.5 Marks)**

1. **You have to Prepare a short advertisement for required positions to published in Local News Paper approx**. 250 words(**1.25 marks**).
* You may generate requirements for each position by yourself, at least you have to include at least five requirements expected from your applicants for each position
1. **Draft an Advertisement for required post, Publishing in JOB Hunting website.**150 words

(**1.25 marks**)

* Similar to part A, you need to create an announcement to be published in websites. These will most likely be shorter and to the point.

**Answer:**