



**DEPARTMENT OF COMMUNICATION, LANGUAGES & LINGUISTICS**  
**PRC 206: PUBLIC RELATIONS STRATEGY**  
**JAN 2021**  
**FINAL PROJECT**

Instructor: Dr. R. N. Nyaga

**Case details**



Shareholders of listed marketing and communications firm, WPP Scangroup, lost 147 million shillings in market wealth during Friday's trade as the company's share price fell by 6.1% to close the day at 5 shillings and 60 cents. The decline in the share price was precipitated by news of the suspension of the Chief Executive Officer and the Chief Financial Officer on Friday morning, 19<sup>th</sup> February 2021.

The company said earlier on Friday that its board had suspended Bharat Thakrar and Chief Finance Officer Satyabrata Das to “allow for an investigation into allegations of gross misconduct and possible offenses in their capacity as senior executives and employees of the company.”

### **Required**

The Board is concerned that their action, though necessary, could dent the image of WPP Scangroup, causes further losses. The Board has therefore engaged you, as a PR expert, to come up with a PR strategy that will help create a positive image of the company. The board wants ‘messages that will ensure share value and investor confidence are restored’.

**You are to respond with a PR strategy that covers the first seven steps of strategic planning for PR.** These are:

- |   |           |
|---|-----------|
| 1. Analyzing of the situation                   | (5marks)  |
| 2. Analyzing the organization                   | (5marks)  |
| 3. Analyzing the publics                        | (5 marks) |
| 4. Establishing goals and objectives            | (5 marks) |
| 5. Formulating action and response strategies   | (5marks)  |
| 6. Developing the message strategies            | (5 marks) |
| 7. Selecting communication tactics              | (5 marks) |
| 8. Overall organization, grammar and creativity | (5 marks) |

**Total** **40 marks**

Research is key when developing such a strategy. You will need to demonstrate that you carried out relevant research at the various stages.

**The project is due on April 10<sup>th</sup> 2021 by 23:59hrs.**