

## EXPERT SESSION QUIZ

Title: **8 Elements of a PR Plan**

Name: **Joseph Clarkson**

1. According to Joseph, this element of a public relations plan includes the outlining of the assignment.
  - a. Measurement
  - b. Tactics
  - c. Strategies
  - d. Situation
  
2. Outlining extensions and plus-up options is part of this element of a public relations plan.
  - a. Measurement
  - b. Budget
  - c. Strategies
  - d. Goals + Objectives
  
3. Joseph speaks of \_\_\_\_\_ when presenting the measurement component of thinking outside the box and reporting new, unique metrics.
  - a. Visual identity, budgetary influence on timelines, and audience analysis strategies
  - b. Campaign photos, importance of redefining KPIs throughout a campaign, and clear and accurate tracking
  - c. Number of impressions, owned social wins, and organized evidence
  - d. Percentage of branded visuals, message pull-through, and media outlet demographics
  
4. What is the second piece of the situation element?
  - a. Follow up on requests
  - b. Provide a situation analysis
  - c. Outline extension and plus-up options
  - d. Conduct a situation audit
  
5. Which of the following is correct?
  - a. Tactics support strategies.
  - b. Outlining a clear path to a desired end result is an example of a tactic.
  - c. Strategies and tactics are interchangeable terms.
  - d. The hosting of a country music concert to leverage an audience's love of country music is an example of a strategy.

6. Joseph indicates this is the first step in the audience element of a public relations plan.
  - a. Personalizing messages for individual clients
  - b. Understanding who your target audience is
  - c. Identifying cultural trends
  - d. Planning for long-term marketing goals
  
7. When it comes to the overall theme of timelines, Joseph says is “that you need to be, one, organized, but you also need to be \_\_\_\_\_.”
  - a. Accountable
  - b. Nimble
  - c. Reasonable
  - d. Creative
  
8. True or False: The order of the eight presented elements is very important in a public relations plan.
  - a. True
  - b. False
  
9. True or False: Joseph says he should have taken the advice to take an accounting class when he was in school.
  - a. True
  - b. False
  
10. True or False: According to Joseph, the goal of a public relations plan is the same as the objectives of that plan.
  - a. True
  - b. False