# Summative Exercise S1

## Instruction

For this exercise, you will evaluate your company’s customer communication plan, using the guidelines in your LG.

1. You need to hand in a report on your evaluation.
2. The following two aspects should be covered throughout the report:

* How does the communication plan distinguish customer motives and behaviours?
* How does the communication plan assess and respond to customer needs?

1. Your report must have the following headings:

* Determine your Objectives
* Determine the Frequency of communication
* Plan to be consistent
* Decide on a format
* Develop an editorial calendar
* Talk to your customers like customers, not prospects
* Take an educative approach
* Communicate on a one-to-one level

1. Conclude your report by making recommendations to your communications department on what improvements or changes you suggest making the communication plan more effective.

* Font: 11
* Space: 1.5

1. The report must be at least 5 typed pages.

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| **First Attempt** | | **Second Attempt** | | **Third Attempt** | |
| Competent | Not Yet Competent | Competent | Not Yet Competent | Competent | Not Yet Competent |
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