

Program description (purpose, supporting literature, program targets, and operati...

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Geili Broadcasting Project Geili Broadcasting Project Project serves an important role in ensuring effective achievement of organizational goals and set target. Effective description is also essential in providing guidelines to the departments entitled with the role of implementing the project. A focus on Procter & Gamble is essential as it enhances a focus of the contents that a project looks on paper before embarking on the process of implementing the project. Procter & Gamble (P&G) is embarking on a new project that will see the communication department (COMM) incorporate the human resource department as well as marketing department in ensuring contracting an evaluating the COMM team's work of the Geili(Wang, 2014). The project referred to as the Broadcasting Project, covers the 2014-2015 financial year focusing on recruitment processes that will aim at addressing the external relationship of the organization with an aim of attracting students during recruitment time to enhance in building P&G reputation across China. The project will focus on evaluating role of COMM team's work through deriving support across the HR, MRKT as well as the 12 mango public relations group with focus aiming at pointing on means of improving the COMM team work(Wang, 2014). The evaluators will work on effective means to ensure full support of the communication department through assessing the department's effectiveness in collaborating with other team members while also evaluating how sustainable the project will become through evaluating all relevant as well as credible information. To ensure effective evaluation process the process ensures measuring graduate attraction to P&G over the course of six years that the advertisement project has been in place. A graphical representation will serve in determining increases or

decreases resulting from any particular year. Reasons behind any challenge will then be ascertained.

Number of

graduates

Time (6Yrs)

The Geili broadcasting project comprises videos in series that the COMM team through the help of the other two departments and the agency mentioned will use annually in the recruitment advocacy. The core role of the Geili Broadcasting project is to ensure drawing attraction of university students to the company. Through ensuring provision of creative videos, fresh graduates will become attracted to the company and as a result ensure the graduates seek employment from the organization and consequently enhance in building a positive reputation of the company that it aims to achieve. Despite the communication department possessing the main role in the project, the project also includes the HR team, MKT team together with the 12Mango team, a public relations company(Wang, 2014). These partners of the COMM department to the project possesses designated roles based on the department expertise and role within the organization. For example, the HR team is tasked with a role of deciding the videos theme through basing on the organization's different talents and achievements for required applicators annually. The marketing team also plays a significant role in the project as it is tasked with the role of funding the project to ensure it achieves the goals and reaches the target audience. When all the incorporated teams completes their assigned roles, the COMM team will

ensure shooting as well as promoting the video and to ensure perfection is achieved in the videos, the COMM team seeks the services of 12Mango agency owing to their renown expertise in public relation issues. The evaluation process intends to understand the effectiveness of the advertisement project in the short-run, while also ensure effective advertisement projects in the immediate and long-term practice to ensure continuous graduate attraction. Possible changes from the current project outcomes to the future outcomes will relate to changes in technology that may lead to changes in the advertisement platforms or ensuring a focus on other measures to enhance sustainability.

Through division of labor across the teams involved in the project, the Geili Broadcasting project ensures effective message delivery to the customers with attraction of fresh graduates to P&G increasing annually (Wang, 2014). Although the COMM team partners with others, it performs a significant role in the project through things like making decisions relating to shooting methods, connecting different businesses as well as providing the best promotion methods. The evaluator will focus on examining the overall project that has been running for the past six years. The evaluator will therefore focus on evaluating the effectiveness of the COMM team while also providing continuous learning to the core leadership team.

Reference

Wang, Rongchenzi. (2014). The COMM Team's Work of the Geili Broadcasting Project Evaluation for P&G Company FY14-15 RFP Overview and Guidelines.