

SWOT Analysis

Description & Specifications

Step 3: SWOT analysis draft (50 points)

Due Date: To be determined by the group

Upon completion of Step 2, each group is required to complete a SWOT analysis draft. This analysis serves as a bridge between research and planning. It is particularly useful in identifying potential strategies for addressing the client's needs. The grade received on this assignment will be determined using the following weights:

Strengths	5 points
Weaknesses	5 points
Opportunities	5 points
Threats	5 points
Analysis narrative & conclusions	20 points
Spelling/grammar/clarity of thought	10 points

Description: A SWOT analysis is designed to identify the environment in which an organization is operating. Doing so aids in the development of communication strategies. For the purposes of a SWOT analysis, *internal factors* are those things over which an organization has some measure of control. *External factors* are those things over which an organization has no control.

- **Strengths** (positive internal factors) -- What do we see as our organization's present strengths, especially as they relate to the issues we are presently confronting?
- **Weaknesses** (negative internal factor) -- What are our organization's present weaknesses, especially as they relate to our competitors? Remember that a competitor, in this context, does not necessarily mean a rival company, product, service, or point-of-view. It could be anything that competes for the attention of the publics being targeted.
- **Opportunities** (positive external factors) -- What potential opportunities exist in the future especially as they relate to the issues we are presently confronting?
- **Threats** (negative external factors) -- What are the threats we face in the future and, therefore, must be prepared to face? Remember that a threat, in this context, does not necessarily mean a direct threat. It can be anything that can prevent an organization from reaching its goals.

The SWOT Analysis Grid

Strengths <i>(Internal/Positive)</i>	Opportunities <i>(External/Positive)</i>
Weaknesses <i>(Internal/Negative)</i>	Threats <i>(External/Negative)</i>

When writing the draft of the SWOT analysis section, it is recommended that groups follow the structure outlined in class:

- (1) A brief explanation of what a SWOT analysis is for those unfamiliar with the concept
- (2) The SWOT grid, typically filled with bulleted points
- (3) A brief narrative explaining the rationale behind the analysis of strengths, weaknesses, opportunities and threats
- (4) Any conclusions the group may have drawn as a result of its analysis

Submission guidelines: The SWOT analysis should be digitally submitted in a WORD document to dguth@ku.edu at or before the assigned deadline.

Updated August 2, 2011