MKTG 332 Dropbox 1

Student’s Name

Institution

**Q1: If you were candidate Trump’s public relations advisor, how would you have advised him to modify his approach?**

The approach used by candidate Donald Trump was more abrasive and regarded as divisive. It made several politicians and especially the liberal accused him being racist and therefore, his presidency would divide the country right in the middle. The public relations (PR) used by Trump strategically played a critical role to his election and therefore, he made a good case that majority of American voters bought. However, if I were his PR advisor I would have advised him to be less abrasive, and divisive to appeal to independent voters. It would have been better to present himself to the American people as pro American values to put America first which definitely worked well for him. The public should always be told the truth and therefore, I would have advised candidate Trump to run the election based on the truth rather than lies. Most of the lies said by candidate Trump made him to lose touch with several quarters of the public. I would have also advised candidate Trump to be consistent. It is evident that Trump was not consistent and truthful during the campaign period and this could have caused him the presidency.

**Q2: What public relations strategy would you have suggested Trump follow in competing with Hillary Clinton?**

The best strategies I would have suggested for Trump are media relation and social media. The key goal of election is to win the voters and get elected and therefore, with effective media relation and social media strategy, it is easy to convince the voters. It would be advisable to link social media platforms such as facebook, twitter and instagram with all the news outlets to ensure that all the briefings stream live to the public. The strategy is to dominant the news outlet to ensure that the voters are discussing candidate Trump most of the times. This is because news articles and other communications make major political public relations. The storyline and other media shape the minds of people and create constant political discussion and dominating these channels would give a candidate an advantage in the market. Therefore, I would have advised candidate trump to use media relations such as TV, radio and social media as the best strategy for public relation.

**Q4: As press secretary, had you been Sean Spicer, what would you have done after the President asked you to talk about the size of the Inauguration Day crowd?**

Although the President wanted to show that many people watched his inauguration, it was not wise to lie about the crowded attended the inauguration at the capital. If I were the press secretary, I would talked about the crowd attended the inauguration ceremony honestly and the number of people who watched or followed it through the TV and other medias. It would have been better to point out that many people attended the inauguration at the capital but millions of America followed the process through their TV based on the data.

Q5: With his presidency now well along, what public relations advice would you give President Trump for the future?

With the presidency along, I would advise the president to focus on his achievement to ensure that the American people understand most of the things he has achieved since elected the president of the United States. It would also be appropriate to continue to use the media, and social media to talk about the gains and some of the promises yet to be achieved. The time is not for whether he has been a good business leader but the success of his presidency. It would be better to be less abrasive and divisive to ensure that independent and less liberal people could come on board to support his second term bid.