



The University of Southern Queensland

## Course Specification

### Description: Public Relations Project

Subject	Cat-Nbr	Class	Term	Mode	Units	Campus
PRL	3000	11071	1, 2002	EXT	1.00	TWMBA

<b>Academic Group:</b>	FOART
<b>Academic Org:</b>	FOA004
<b>HECS Band:</b>	2
<b>ASCED Code:</b>	080509

### STAFFING

Examiner: Aidan Burke  
Moderator: Alison Feldman

### PRE-REQUISITES

Pre-requisite: PRL 2001 and PRL 2000

### SYNOPSIS

This course provides advanced professional preparation for students in the planning of public relations campaigns. The course builds on theory and practice taught previously in the major. The course allows students to initiate an original campaign through the stages of research, planning, implementation and evaluation. Students are directed to develop a public relations campaign that demonstrates a concerted effort to build socially responsible relationships by achieving research based goals through the application of strategic planning and the measurement of outcomes. Field work is designed to stimulate discussion and lateral thinking of public relations objectives.

### OBJECTIVES

That students will become familiar with the strengths and weaknesses of key contemporary communication strategies in the context of their applicability to various industrial problems and needs.

- That students will gain field experience in the design, application and evaluation of a project requiring the incorporation of public relations theory and techniques.
- That students will have developed critical skills and a level of professional expertise in an organisational work environment that would be sufficient to justify their employment as public relations consultants.

## TOPICS

Description	Weighting (%)
1. Research Skills	0.00
2. Program Development	0.00
3. Evaluation Techniques	0.00

## TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at <http://bookshop.usq.edu.au> by entering the author or title of the text.

Kendall R., 1996 *Public Relations Campaign Strategies - Planning for Implementation*, Harper Collins, New York. 2nd edn,

## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Australian Journalism Review

Canadian Journal of Communication

Communication Research

Critical Studies in Mass Communication

Human Communication Research

European Journal of Communication

Journalism and Mass Communication Quarterly

Media, Culture and Society

Media International Australia

Journal of Broadcasting and Electronic Media

Ball-Rokeach, S. & Cantor, M. (1986) *Media, Audience and Social Structure*, Beverly Hills, CA, Sage.

Bormann, E. (1989) *Communication Theory*, Sheffield Publishing, Salom, Wis.

Comstock, G. & Scharrer, E., (1999) *Television: What's On, Who's Watching & What It Means*, Columbia University Press, New York.

Fisher, B. (1978) *Perspectives on Human Communication*, Macmillan, New York.

Fiske, J. (1990) *Introduction to Communication Studies*, 2nd edn Routledge, London,

Littlejohn, S. (1996) *Theories of Human Communication*, 5th edn, Charles E. Merrill, Columbus, OH.

Mortensen, C.D. (1973) *Basic Readings in Communication Theory*, Harper & Row, New York.

Narula, U. & Pearce, W. (1986) *Development as Communication: a perspective on India*, Carbondale, Ill, Southern Illinois University Press.

## **STUDENT WORKLOAD REQUIREMENTS**

ACTIVITY	HOURS
Directed Study	25
Private Study	140

## **ASSESSMENT DETAILS**

Description	Marks Out of	Wtg(%)	Required	Due Date
PROJECT WRITTEN REPORT	999.00	100.00	Y	04 Mar 2002 (see note 1)

### **NOTES:**

1. Further details about the due dates are detailed in the assessment section of the Course Specifications.

## **OTHER REQUIREMENTS**

- 1 Penalties for late submission of assignment; 5% per working day of the value of the marks on that assignment to a maximum of 25% and 5 working days beyond which the assessment will not be accepted. Example: an essay worth 40 marks would lose 2 marks per day to a maximum of 10 marks and then achieve 0 marks.
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