



The University of Southern Queensland

## Course Specification

### Description: Public Relations Project

| Subject | Cat-Nbr | Class | Term    | Mode | Units | Campus |
|---------|---------|-------|---------|------|-------|--------|
| PRL     | 3000    | 15096 | 2, 2002 | ONC  | 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: Elizabeth Dougall

### 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. Fieldwork is designed to stimulate discussion and lateral thinking of public relations objectives.

### OBJECTIVES

The objectives of this course are:

- 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       | 15.00         |
| 2. Program Development   | 70.00         |
| 3. Evaluation Techniques | 15.00         |

## 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*, 2nd edition, Harper Collins, New York.

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

## 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*,  
(Australian Journalism Review)

, , *Canadian Journal of Communication*,  
(Canadian Journal of Communication)

, , *Communication Research*,  
(Communication Research)

, , *Critical Studies in Mass Communication*,  
(Critical Studies in Mass Communication)

, , *Human Communication Research*,  
(Human Communication Research)

, , *European Journal of Communication*,  
(European Journal of Communication)

, , *Journalism and Mass Communication Quarterly*,  
(Journalism and Mass Communication Quarterly)

, , *Media, Culture and Society*,  
(Media, Culture and Society)

, , *Media International Australia*,  
(Media International Australia)

, , *Public Opinion Quarterly*,

(Public Opinion Quarterly)

, , *Journal of Broadcasting and Electronic Media*,

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

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

Bormann, E. 1989, *Communication Theory*, Sheffield Publishing, Salem, CA.

(Bormann, E. 1989, "Communication Theory". Sheffield Publishing, Salem, CA.)

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

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

Fiske, J. 1990, *Introduction to Communication Studies*, 2nd edition, Routledge, London.

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

Littlejohn, S. 1996, *Theories of Human Communication*, 5th edition, Wadsworth, Belmont, CA.

(Littlejohn, S. 1996, "Theories of Human Communication", 5th edn, Wadsworth, Belmont, CA.)

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

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

Narula, U. & Pearce, W. 1986, *Development as Communication*, Southern Illinois University Press, Carbondale, Illinois.

(Narula, U. & Pearce, W. 1986, "Development as Communication", Southern Illinois University Press, Carbondale, Ill.,)

## **STUDENT WORKLOAD REQUIREMENTS**

| ACTIVITY                | HOURS |
|-------------------------|-------|
| Private Study           | 140   |
| Supervisor Consultation | 9     |
| Tutorial                | 16    |

## **ASSESSMENT DETAILS**

| Description            | Marks Out of | Wtg(%) | Required | Due Date    |
|------------------------|--------------|--------|----------|-------------|
| PROJECT WRITTEN REPORT | 100.00       | 100.00 | Y        | 01 Nov 2002 |

## **OTHER REQUIREMENTS**

- 1 Penalties for late submission of assignment; Projects submitted after the due date, and without prior approval of an extension from the examiner, will be penalised at the rate of 10% per working day up to 5 days, after which a grade of zero will be awarded.
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