



The University of Southern Queensland

Course Specification

Description: Writing for Public Relations

Subject	Cat-Nbr	Class	Term	Mode	Units	Campus
PRL	1001	21045	1, 2003	EXT	1.00	TWMBBA

Academic Group:	FOART
Academic Org:	FOA004
HECS Band:	2
ASCED Code:	080509

STAFFING

Examiner: Elizabeth Dougall

Moderator: Aidan Burke

PRE-REQUISITES

Pre-requisite: PRL1002 and PRL1003

SYNOPSIS

Students will be introduced to the basics of public relations writing including the concepts of good writing, techniques for persuasive writing and finding and generating newsworthy information. They will study how to write media releases for the print and electronic media, feature articles, backgrounders, brochures, newsletters and speeches. The major emphasis of the course is on developing practical public relations skills.

OBJECTIVES

On successful completion of this course students will demonstrate:

- a knowledge of the range of areas in which public relations writing skills may be employed;
- a thorough understanding of the written word as a tool of effective, symmetrical communication;
- expertise in the standard methods of writing for specific audiences using various mediums and channels including the news and other media;
- the ability to analyse and critique various forms of public relations writing;
- the ability to plan and develop a major writing project for a particular purpose and market within an organisational context for particular audiences/publics.

TOPICS

Description	Weighting (%)
1. Writing for Public Relations	10.00
2. Developing Writing Skills	10.00
3. Writing for the Media - News Value	15.00
4. Writing for the Media - The Tools	15.00
5. Print and Oral Communication	15.00
6. Writing for Public Relations - Online	15.00
7. Critical Thinking	10.00
8. Ethical Considerations	10.00

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.

Newsom, D. & Carrell, B. 2001, *Public Relations Writing Form and Style*, 6th edition, Wadsworth, USA.

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.

Please refer to the introductory book

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Private Study	165

ASSESSMENT DETAILS

Description	Marks Out of	Wtg(%)	Required	Due Date
ASSIGNMENT 1	100.00	40.00	Y	17 Apr 2003
ASSIGNMENT 2	100.00	60.00	Y	09 Jun 2003

OTHER REQUIREMENTS

- 1 Submission or completion of ALL assessment items for this course is compulsory.
- 2 Assignment extensions will not be granted except on medical or compassionate grounds and only with the provision of appropriate medical or other documentation.

Requests must be made to the course examiner in writing BEFORE the due date. Extensions will not be granted on or after the due date.

- 3 Assignments 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 for the first 5 days late, after which a grade of zero will be awarded.
 - 4 The final grade is based on the aggregate of all assessment items and is assigned as follows: HD = 90-100, A = 80-89, B = 65-79, C = 50-64, F = 0-49
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