



The University of Southern Queensland

## Course Specification

### Description: Principles and Practice of Public Relations

Subject	Cat-Nbr	Class	Term	Mode	Units	Campus
PRL	1002	21041	1, 2003	EXT	1.00	TWMBBA

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

### STAFFING

Examiner: Chris Kossen

Moderator: Aidan Burke

### SYNOPSIS

Public Relations\* focuses on understanding and developing the relationship between an individual or more often, an organisation, and the "public" or "publics" with which that organisation must effectively co-exist. This course is designed to introduce students to Public Relations, the nature and history of the profession and the theoretical foundations of contemporary public relations practice. Within this framework, topics covered within the course include: definitions of public relations and other key terms and concepts; the identification of internal and external publics; descriptions of core public relations processes; and the tools of public relations. Finally, through the use of case study analysis, the student is introduced to programme design encompassing research, goals, objectives, strategies, tools and tactics and evaluation. \* Public Relations remains a commonly used term, however, in many ways of business and government terms such as Corporate Communication and Public Affairs are perhaps more frequently used. We have elected to adhere to the more traditional term for the sake of simplicity and effective communication.

### OBJECTIVES

On successful completion of this course students should be able to:

- define and describe public relations;
- describe the foundations of public relations practice and its development to the present day;
- describe the core theories underpinning contemporary public relations practice;
- integrate those theories into the analysis of a public relations case study;
- identify and differentiate the internal and external publics associated with an organisation;

- identify the methods and approaches used most frequently by public relations practitioners in designing and planning public relations initiatives;
- develop an understanding of how to develop a simple public relations campaign proposal incorporating the core elements of research, goals, objectives, strategies, tools and tactics and evaluation.

## TOPICS

Description	Weighting (%)
1. Definitions of Public Relations	10.00
2. The Foundations of Public Relations practice	10.00
3. Understanding and integrating core theories	30.00
4. Understanding internal and external publics	10.00
5. Identification of the core public relations methods and approaches	20.00
6. Programme conceptualisation and design	20.00

## 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.

Baskin, O., Aronoff, C. & Lattimore, D. 1997, *Public Relations: The Profession and the Practice*, 4th edition, Brown and Benchmark Publishers, Madison, WI.

## 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.

Black, S. 1993, *The Essentials of Public Relations/Sam Black*, Kogan Page, London.

Broom, G.M. 1990, *Using Research in Public Relations*, Prentice-Hall, Englewood Cliffs, NJ.

Capper, A. 1990, *The Public Relations Case Book: Major Campaigns in Action*, Kogan Page, London.

Cutlip, S.M. 2000, *Effective Public Relations*, 8th edition, Prentice-Hall, Englewood Cliffs, N.J.

Cutlip S.M. 1995, *Public Relations History: From the 17th to the 20th Century*, Lawrence Erlbaum, Hillsdale, N.J.

Gregory, A. 1996, *Planning & Managing a Public Relations Campaign*, Kogan Page, London.

Grunig, J.E. 1984, *Managing Public Relations*, Holt Rinehart & Winston, New York.

Hunt, T. 1994, *Public Relations Techniques*, Harcourt Brace College Publishers, Fort Worth.

- Jefkins, F.W 1994, *Public Relations Techniques*, 2nd edition, Butterworth Heinemann, Oxford.
- Kendall, R. 1996, *Public Relations Campaign Strategies: Planning for Implementation*, 2nd edition, Harper Collins College Publishers, New York.
- Lesly, P. 1997, *Lesly's Handbook of Public Relations and Communications*, 5th edition, AMACOM, New York.
- Newsom, D. 2000, *This is PR: The Realities of Public Relations*, 7th edition, Wadsworth, Belmont, California.
- Quarles, J. & Rowlings, B. 1993, *Practising Public Relations: A Case Study Approach*, Longman Cheshire, Melbourne.
- Seital, F.P. 2001, *The Practice of Public Relations*, Prentice Hall, Englewood Cliffs, N.J.
- Tymson, C. & Sherman, B. 1996, *The New Australian and New Zealand Public Relations Manual*, Millenium Books, Birkenhead, N. Alexandria, NSW.
- Wilcox, D.L. 2000, *Public Relations: Strategies and Tactics*, Longman, New York.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessment	45
Directed Study	60
Private Study	60

## ASSESSMENT DETAILS

Description	Marks Out of	Wtg(%)	Required	Due Date
ESSAY	100.00	20.00	Y	11 Apr 2003
CASE STUDY	100.00	40.00	Y	19 May 2003
EXAMINATION (3 HOURS)	100.00	40.00	Y	END S1 (see note )

### NOTES:

- . Scheduled date of examination to be advised.

## OTHER REQUIREMENTS

- 1 Submission of ALL pieces of assessment is compulsory.
- 2 Requests for assignment extensions must be made to the course examiner in writing BEFORE the due date. Extensions will not be granted on or after the due date. Assignment extensions will not be granted except on medical or compassionate grounds and only with the provision of appropriate medical or other documentation (such as a letter of referral from a qualified counsellor). Workload, or failure of computer equipment will not be considered grounds for extension.

- 3 Assignments submitted after the due date will be penalised by 10% per working day late for the first five working days late, after which a zero grade 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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