



The University of Southern Queensland

Course Specification

Description: Public Relations Practice and Techniques

Subject	Cat-Nbr	Class	Term	Mode	Units	Campus
PRL	2000	21059	1, 2003	ONC	1.00	WIBAY

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

STAFFING

Examiner: Aidan Burke
Moderator: Elizabeth Dougall

PRE-REQUISITES

Pre-requisite: PRL1002 and PRL1001

SYNOPSIS

Public Relations Practice and Techniques provides advanced professional preparation for students in public relations. The course builds on theory and practice taught previously in the major. As public relations professionals, students need to understand salient public relations theories and practices, how public relations strategies originate and their usefulness and shortcomings in explaining, predicting and organising public relations campaigns.

OBJECTIVES

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

- explain and apply key public relations and related theories;
- describe, explain and apply public relations campaign planning processes;
- describe the strengths and weaknesses of key contemporary public relations practices in the context of their applicability to various problems;
- describe and apply research in the design, application and evaluation of an applied public relations project;
- describe and apply public relations strategies and tools/tactics and be able to differentiate the strategic from the tactical;
- conduct their own systematic and comprehensive study of a campaign in which the concepts and theories in this course are embedded.

TOPICS

Description	Weighting (%)
1. Introduction to Public Relations Campaigns	10.00
2. Building the Campaign Plan: The Research stage Research for Campaign Planning Research Methodology, Cases and Problems	25.00
3. Building the Campaign Plan: The Adaptation Stage Organisational Culture Setting Goals, Infrastructure and Support	20.00
4. Building the Campaign Plan: The Strategy Stage Developing the Campaign Implementation Strategy Designing the Plan Cases and Problems	20.00
5. Building the Campaign Plan: The Evaluation Plan	15.00
6. Advanced Public Relations Challenges	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.

PRL2000 Study Book and Selected Readings.

Hendrix, J.A. 2001, *Public Relations Cases*, 5th edition, Wadsworth, Belmont, CA.

Kendall, R 1996, *Public Relations Campaign Strategies: Planning for Implementation*, 2nd edition, Harper Collins Publishers, 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.

, , *Public Relations Review*,

, , *The Journal of Public Relations Research*,

, , *Management Communication Quarterly*,

, , *Australia Pacific Public Relations Journal*,

Broom, G.M. & Dozier, D.M. 1990, *Using research in public relations: Applications to program management.*, Prentice-Hall, Englewood Cliffs, NJ.

Cheney, G. & Vibbert, S.L. 1987, 'Corporate discourse: public relations and issue management' (Available: in *Handbook of Organizational Communication: An Interdisciplinary Perspective*, F. Jablin et al., (eds) Sage Publications, Inc. Newbury Park, CA) .

Grunig, J.E., Dozier, D.M., Ehling, W.P., Repper, F.C. & White, J. (eds) 1992, *Excellence in public relations and communication management*, Lawrence Erlbaum Associates, Hillsdale, NJ.

Harrison, K. 2001, *Strategic Public Relations*, Vineyard Publishing, Guildford, WA.

- Heath, R.L., (ed) 2001, *Handbook of Public Relations*, Sage Publications Inc, Thousand Oaks, CA.
- Johnston, J. & Zawawi, C. 2000, *Public Relations Theory and Practice*, Allen & Unwin, St Leonards.
- Kitchen, P.J., (ed) 1997, *Public relations: principles and practice*, International Thomson Business Press, London, pp 43-73.
- Ledingham, J.A. & Bruning, S.D., (eds) 2000, *Public relations as relationship management: a relational approach to the study and practice of public relations*, Lawrence Erlbaum associates, Mahway, NJ.
- McElreath, M. 1997, *Managing Systematic and Ethical Public Relations Campaigns*, Brown and Benchmark, Dubuque, IA.
- Newsom, D., Van Slyke Turk, J. & Kruckeberg, D. 1996, *This is PR: The Realities of Public Relations*, 6th edition, Wadsworth, Belmont, Belmont, California.
- Pavlik, J.V. 1987, *Public relations: what research tells us*, Sage Publications, Newbury Park, CA.
- Seitel, F. 1998, *The Practice of Public Relations*, 7th edition, Simon & Schuster Company, Upper Saddle River, NY.
- Tymson, C. & Sherman, B. 1987, *The Australian Public Relations Manual*, Millennium, Sydney.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessment	30
Directed Study	35
Lectures	26
Private Study	50
Tutorials or Workshops	26

ASSESSMENT DETAILS

Description	Marks Out of	Wtg(%)	Required	Due Date
ASSIGNMENT 1	20.00	20.00	Y	14 Apr 2003
ASSIGNMENT 2	40.00	40.00	Y	13 Jun 2003
EXAM PART A	28.00	28.00	Y	END S1 (see note)
EXAM PART B	12.00	12.00	Y	END S1 (see note)

NOTES:

- . This Exam has two parts : Part A is a CMA exam and part B is a short-answer exam. Date of examination will be advised when timetables are finalised.
- . This Exam has two parts : Part A is a CMA exam and part B is a short-answer exam. Date of examination will be advised when timetables are finalised.

OTHER REQUIREMENTS

- 1 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. Extensions may be granted on medical or compassionate grounds and must be pre-arranged with the course leader in advance of the due date.
 - 2 All pieces of assessment must be submitted.
 - 3 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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