



The University of Southern Queensland

## Course Specification

### Description: Public Relations Project

| Subject | Cat-Nbr | Class | Term    | Mode | Units | Campus |
|---------|---------|-------|---------|------|-------|--------|
| PRL     | 3000    | 25098 | 2, 2003 | ONC  | 1.00  | WIBAY  |

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

### STAFFING

Examiner: Alison Feldman

Moderator: Chris Galloway

### PRE-REQUISITES

Pre-requisite: PRL2001 and PRL2000

### 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       | 20.00         |
| 2. Program Development   | 40.00         |
| 3. Evaluation Techniques | 40.00         |

## 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.

## 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

Public Opinion Quarterly

Journal of Broadcasting and Electronic Media

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

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

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

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

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

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.

## 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        | 31 Oct 2003 |

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
It is the student's responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.
- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of a passing grade, students must demonstrate, via the summative assessment items, that they have achieved the required minimum standards in relation to the objectives of the course by obtaining at least 50% of the total weighted marks for all summative assessment.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.
- 6 Examination information:  
There is no exam for this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:

Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.

8 University Regulations:

Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/SECARIAT/calendar/Part5/> or in the printed version of the current USQ Handbook.

## **ASSESSMENT NOTES**

- 9 (a) The due date for an assignment is the date by which a student must lodge the assignment at the USQ. (b) Students must retain a copy of each item submitted for assessment. This must be produced within five days if required by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (e) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).