



The University of Southern Queensland

Course Specification

Description: Corporate Communication

| Subject | Cat-Nbr | Class | Term | Mode | Units | Campus |
|---------|---------|-------|---------|------|-------|--------|
| PRL | 5000 | 21079 | 1, 2003 | EXT | 1.00 | TWMBBA |

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

STAFFING

Examiner: Alison Feldman

Moderator: Aidan Burke

SYNOPSIS

This course is designed to introduce students to the theory and practice of Public Relations at the advanced level. Topics covered include the nature and history of public relations, the tools of public relations, the identification of internal and external publics, the design of public relations programmes and methods of assessing their effectiveness. The student is introduced to the various types of public relations, including corporate communication, community relations, employee relations, financial or investor relations and government relations. The concept of public relations as a management function is explored and the student is introduced to the fundamentals of public relations campaign or programme proposals, the use of objectives, strategies and tactics in public relations planning, and issues management. The course also introduces students to an examination of ethical issues in public relations and the ethical responsibilities of the public relations professional. This course cannot be taken as an elective.

OBJECTIVES

On successful completion of this course students should:

- be able to evaluate the foundations of public relations and its development to the present day and be aware of its likely future directions;
- understand the range of functions, activities and specialist areas encompassed by the public relations profession, including corporate communications;
- have an elementary knowledge of the various organisational settings for the public relations function, including 'in-house' and consultancy or agency;
- identify the range of communication tools used by public relations practitioners (variously known as Communication Managers, Public Relations Managers, Marketing Communication Managers and so on);

- be able to prepare a simple Corporate Communication plan on behalf of a client, encompassing initial and evaluative research, objectives, strategy, tools, implementation schedules and a budget.
- be aware of the knowledge and skills necessary to plan, implement and evaluate effective Communication campaigns or programmes;
- be aware and able to identify the broad scope of public relations and communication beyond stereotypical and functionalist views of publicity, promotion and information dissemination;
- have an elementary knowledge of the ethical issues faced by the public relations profession.

TOPICS

| Description | Weighting (%) |
|--|---------------|
| 1. The History of Public Relations | 5.00 |
| 2. The Nature of Public Relations | 10.00 |
| 3. Public Relations Theory and its Application | 15.00 |
| 4. Publics - Internal and External | 15.00 |
| 5. Objectives, Strategies and Tools | 15.00 |
| 6. Planning, proposing and evaluating the Corporate Communication plan | 35.00 |
| 7. Research fundamentals | 5.00 |

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.

Wilcox, DL, Ault, PH & Agee, WK 2000, *Public Relations Strategies and Tactics*, 6th edition, Longman, 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.

Cutlip, SM, Center, AH & Broom, GM 2000, *Effective Public Relations*, 8th edition, Prentice Hall Inc, New Jersey.

Dowling, GR 1994, *Corporate Reputations, Strategies for Developing the Corporate Brand*, Longman Professional, Melbourne.

Dozier, DM, Grunig, LA & Grunig, JE 1995, *Manager's Guide to Excellence in Public Relations and Communication Management*, Lawrence Erlbaum Associates Inc, New Jersey.

Newsom, D, Vanslyke Turk, J & Kruckeberg, D 2000, *This is PR*, 7th edition, Wadsworth, Belmont, CA.

Quarles, J & Rowlings, B 1993, *Practising Public Relations, A Case Study Approach*, Longman Cheshire Pty Limited, Melbourne.

Severin, WJ.& Tankard, JW Jr 1997, *Communication Theories, Origins, Methods and Uses in the Mass Media*, 4th edition, Longman, White Plains, NY.

Tymson C & Shermann B *The New Australian and New Zealand Public Relations Manual*, Millennium Books, Alexandria.

STUDENT WORKLOAD REQUIREMENTS

| ACTIVITY | HOURS |
|----------------|-------|
| Assessment | 30 |
| Directed Study | 70 |
| Private Study | 65 |

ASSESSMENT DETAILS

| Description | Marks Out of | Wtg(%) | Required | Due Date |
|--------------------------|--------------|--------|----------|-------------|
| ESSAY (2000 WDS) | 100.00 | 20.00 | Y | 04 Apr 2003 |
| CASE STUDY (2000 WDS) | 100.00 | 30.00 | Y | 09 May 2003 |
| CAMPAIGN PROP (3000 WDS) | 100.00 | 50.00 | Y | 09 Jun 2003 |

OTHER REQUIREMENTS

- 1 Students undertaking this course are advised to note that extensions of assignments may be granted in extenuating circumstances only, for example, a medical condition. If students submit assignments after the due date without providing evidence of such circumstances, then a penalty of 10% of the assigned mark shall be applied for each working day late for the first five working days, after which a grade of zero shall be awarded. Please note, application for an extension must be made in writing to the examiner and that application must be received within five working days of the assignment's due date. An explanation by phone call will not be considered sufficient.
 - 2 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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