



The University of Southern Queensland

Course specification

Description: Writing for Public Relations

| Subject | Cat-nbr | Class | Term | Mode | Units | Campus |
|---------|---------|-------|---------|------|-------|--------|
| PRL | 1001 | 30902 | 1, 2004 | ONC | 1.00 | WIBAY |

| | |
|-----------------------------------|--------|
| Academic group: | FOART |
| Academic org: | FOA004 |
| Student contribution band: | 2 |
| ASCED code: | 080509 |

STAFFING

Examiner: Aidan Burke

Moderator: Chris Galloway

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:

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

PRL1001 Study Book and Selected Readings.

Newsom, D. & Carrell, B. 2001, *Public Relations Writing Form and Style*, 6th edn, Wadsworth, Belmont, CA.

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.

TBA

STUDENT WORKLOAD REQUIREMENTS:

| ACTIVITY | HOURS |
|---------------|--------|
| Lectures | 14.00 |
| Private Study | 123.00 |
| Tutorial | 28.00 |

ASSESSMENT DETAILS

| Description | Marks out of | Wtg(%) | Due date |
|--------------|--------------|--------|-------------|
| ASSIGNMENT 1 | 40.00 | 40.00 | 02 May 2004 |
| ASSIGNMENT 2 | 60.00 | 60.00 | 11 Jun 2004 |

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
There are no attendance requirements for this external course. However, it is the student's responsibility 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/corporateservices/calendar/part5.htm> or in 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).

OTHER REQUIREMENTS

- 1 Submission or completion of ALL assessment items for this course is compulsory.
 - 2 This public relations course maintains high standards of spelling, grammar, syntax and style. Faults in any of these could render a project or proposal unacceptable.
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