



The University of Southern Queensland

## Course specification

### Description: Reputation Management

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PRL	1003	34949	2, 2004	EXT	1.00	TWMBA

<b>Academic group:</b>	FOART
<b>Academic org:</b>	FOA004
<b>Student contribution band:</b>	2
<b>ASCED code:</b>	080509

### STAFFING

Examiner: Alison Feldman

Moderator: Aidan Burke

### SYNOPSIS

An organisation's most valuable commodity is its reputation. The effective management of that reputation is one of the most pervasive and persistent challenges of contemporary organisations. The boundary spanning role of the public relations professional demands the knowledge and skills to understand, embrace and effectively communicate the strategic thinking of the organisation's management together with the directions and aspirations of its internal and external stakeholders. Within the theoretical foundations and frameworks of contemporary public relations practice the student will be introduced to the cross section of the specialist areas which constitute the practice of public relations. In addition to the course's primary focus, reputation management, these include financial or investor relations, government relations, public affairs, marketing communications, community relations, employee relations, and special interest group communications. The concept of public relations as a management function is explored.

### OBJECTIVES

On completion of this course students will be able to:

1. Explain the concept of public relations as a management function
2. Explain the boundary spanning role of the public relations professional and describe the applicable organisational theories
3. Define reputation management and describe the variety of specialist public relations practices undertaken in corporate, consultancy and government environments which are essential to reputation management
4. Define and explain the core public relations and communications theories applicable to reputation management and other specialist practices

5. Explain the issues concerned with managing, maintaining and changing corporate images and reputations
6. Define and explain the major ethical issues associated with the processes and practices of public relations

## TOPICS

	Description	Weighting (%)
1.	The historical context of reputation management and the role of public relations in an organisation's reputation management strategy	5.00
2.	The emergence of reputation management as a field of study	5.00
3.	Reputation management defined and its presence in corporate, consultancy and government environments	10.00
4.	Core public relations communications and organisational theories applicable to reputation management	15.00
5.	An integrated working model of reputation management	20.00
6.	Specialist public relations practices which are essential to reputation management	30.00
7.	Issues concerned with managing, maintaining and changing corporate images and reputations	5.00
8.	The major ethical issues associated with the processes and practices of reputation management	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).

Baskin, O, Aronoff, C & Lattimore, D 1997, *Public Relations: The Profession and the Practice*, 4th edn, 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.

Baker, L W 1993, *Credibility Factor: Putting Ethics to Work in Public Relations*, Business One Irwin, Homewood, Illinois.

- Cutlip, S M, Center, A H & Broom, G M 2000, *Effective Public Relations*, 8th edn, Prentice-Hall, Englewood Cliffs, NJ.
- Dowling, G 1994, *Corporate Reputations: strategies for developing the corporate brand*, Longman Cheshire, Melbourne.
- Fearn-Banks, K 2002, *Crisis Communications: A Casebook Approach*, 2nd edn, Lawrence Erlbaum, Hillsdale, NJ.
- Fombrun, C J 1996, *Reputation: Realizing Value From the Corporate Image*, Harvard Business School Press, Boston.
- Grunig J (ed) 1992, *Excellence in Public Relations and Communication Management*, L Erlbaum Associates, Hillsdale.
- Haywood, R 1994, *Managing Your Reputation*, McGraw-Hill Book Co, London & New York.
- Kruckeberg, D & Starck, K 1988, *Public Relations and Community: A Reconstructed Theory*, Greenwood Publishing Group, New York.
- L'Etang, J & Pieczra, M 1997, *Critical Perspectives in Public Relations*, International Thomson Business Press, Boston.
- Lesly, P 1997, *Lesly's Handbook of Public Relations and Communications*, 5th edn, NTC, New York.
- Macnamara, J R 2000, *Public Relations Handbook*, Prentice Hall, New York & Sydney.
- Nager, N R & Truitt, R H 1991, *Strategic Public Relations Counseling*, University Press of America, Lanham, MD.
- Newsom, D 2000, *This is PR: The Realities of Public Relations*, 7th edn, Wadsworth, Belmont, California.
- Spicer, C 1996, *Organizational Public Relations: A Political Perspective*, Lawrence Erlbaum Associates, Mahwah, NJ.

## **STUDENT WORKLOAD REQUIREMENTS:**

ACTIVITY	HOURS
Assessment	45.00
Directed Study	40.00
Private Study	80.00

## **ASSESSMENT DETAILS**

Description	Marks out of	Wtg(%)	Due date
LEARNING DIARY 3000 WORDS	100.00	40.00	11 Aug 2004
ESSAY 1500 WORDS	100.00	20.00	03 Sep 2004
CASE STUDY 2000 WORDS	100.00	40.00	20 Oct 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: (i) satisfactorily completing all assignments; and (ii) obtaining at least 50% of the total weighted marks for all summative assessment items.
- 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 despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (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).