



The University of Southern Queensland

Course specification

Description: Public Relations Practice and Techniques

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PRL	2000	30911	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 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:

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).

PRL2000 Study Package

Hendrix, JA 2003, *Public Relations Cases*, 6th edn, Wadsworth, Belmont, CA.

Kendall, R 1996, *Public Relations Campaign Strategies: Planning for Implementation*, 2nd edn, 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, GM & Dozier, DM 1990, *Using research in public relations: Applications to program management*, Prentice-Hall, Englewood Cliffs, New Jersey.

Cheney, G & Vibbert, SL 1987, Corporate discourse: public relations and issue management, *Handbook of Organizational Communication: An Interdisciplinary Perspective*, Sage Publications Inc, Newbury Park, CA, pp11-17.

Grunig, JE, Dozier, DM, Ehling, WP, Repper, FC & White, J (eds) 1992, *Excellence in public relations and communication management*, Lawrence Erlbaum Associates, Hillsdale, New Jersey.

Harrison, K 2001, *Strategic Public Relations: a practical guide to success*, Vineyard Publishing, Guildford, WA.

Heath, RL, & Vasquez, GM (eds) 2001, *Handbook of Public Relations*, Sage, London.

Johnston, J & Zawawi, C (eds) 2000, *Public Relations Theory and Practice*, Allen & Unwin, St Leonards, NSW.

Kitchen, PJ (ed) 1997, *Public relations: principles and practice*, International Thomson Business Press, London.

Ledingham, JA & Bruning, SD (eds) 2000, *Public relations as relationship management: a relational approach to the study and practice of public relations*, Lawrence Erlbaum Associates, Mahwah, New Jersey.

McElreath, M 1997, *Managing Systematic and Ethical Public Relations Campaigns*, Brown and Benchmark, Dubuque, IA.

Newsom, D, Van Slyke Turk, J & Kruckeberg, D 2000, *This is PR: The Realities of Public Relations*, 7th edn, Wadsworth, Belmont, California.

Pavlik, JV 1987, *Public relations: what research tells us*, Sage Publications, Newbury Park, CA.

Seitel, F 2001, *The Practice of Public Relations*, 8th edn, Prentice-Hall, Upper Saddle River, New York.

Tymson, C & Sherman, B 1987, *The Australian Public Relations Manual*, Millennium, Sydney.

STUDENT WORKLOAD REQUIREMENTS:

ACTIVITY	HOURS
Assessment	30.00
Directed Study	35.00
Lectures	26.00
Private Study	50.00
Tutorials or Workshops	26.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg(%)	Due date
ASSIGNMENT 1	100.00	20.00	07 Apr 2004
ASSIGNMENT 2	100.00	40.00	17 May 2004
ASSIGNMENT 3	100.00	40.00	09 Jun 2004

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:

(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).
- 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. NB: All pieces of assessment must be submitted.
- 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 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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