



The University of Southern Queensland

## Course specification

### Description: Principles and Practice of Public Relations

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PRL	1002	50732	1, 2006	EXT	1.00	Toowoomba

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

### STAFFING

Examiner: Chris Kossen

Moderator: Aidan Burke

### SYNOPSIS

Public Relations\* focuses on understanding and developing the relationship between an individual or more often, an organisation, and the "public" or "publics" with which that organisation must effectively co-exist. This course is designed to introduce students to Public Relations, the nature and history of the profession and the theoretical foundations of contemporary public relations practice. Within this framework, topics covered within the course include: definitions of public relations and other key terms and concepts; the identification of internal and external publics; descriptions of core public relations processes; and the tools of public relations. Finally, through the use of case study analysis, the student is introduced to programme design encompassing research, goals, objectives, strategies, tools and tactics and evaluation. \* Public Relations remains a commonly used term, however, in many ways of business and government terms such as Corporate Communication and Public Affairs are perhaps more frequently used. We have elected to adhere to the more traditional term for the sake of simplicity and effective communication.

### OBJECTIVES

On successful completion of this course students should be able to:

1. define and describe public relations; (assessment items 1, 2 & 3 refer)
2. describe the foundations of public relations practice and its development to the present day; (assessment items 1 & 2 refer)
3. describe the core theories underpinning contemporary public relations practice; (assessment items 1 & 2 refer)
4. integrate those theories into the analysis of a public relations case study; (assessment items 2 & 3 refer)
5. identify and differentiate the internal and external publics associated with an organisation; (assessment items 2 & 3 refer)
6. identify the methods and approaches used most frequently by public relations practitioners in designing and planning public relations initiatives; (assessment items 2 & 3 refer)

7. develop an understanding of how to develop a simple public relations campaign proposal incorporating the core elements of research, goals, objectives, strategies, tools and tactics and evaluation. (assessment item 3 refers)

## TOPICS

Description	Weighting (%)
1. Definitions of Public Relations	10.00
2. The Foundations of Public Relations practice	10.00
3. Understanding and integrating core theories	30.00
4. Understanding internal and external publics	10.00
5. Identification of the core public relations methods and approaches	20.00
6. Programme conceptualisation and design	20.00

## 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).

Lattimore, D, Baskin, O, Heiman, S & Van Leuven, J 2004, *Public relations: the profession and the practice*, McGraw-Hill, New York.

(NB: Students who already have or wish to purchase the 1997 text are advised that this is acceptable, and all study notes will refer to both issues.)

## 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.

Black, S 1993, *The Essentials of Public Relations*, Kogan Page, London.

Broom, GM & Dozier, DM 1990, *Using Research in Public Relations: applications to program management*, Prentice-Hall, Englewood Cliffs, New Jersey.

Capper, A & Cunard, P 1990, *The Public Relations Case Book: Major Campaigns in Action*, Kogan Page, London.

Cutlip, SM 2000, *Effective Public Relations*, 8th edn, Prentice-Hall, Englewood Cliffs, New Jersey.

Cutlip, SM 1995, *Public Relations History: From the 17th to the 20th Century: the antecedents*, Lawrence Erlbaum, Hillsdale, New Jersey.

Gregory, A 2000, *Planning & Managing a Public Relations Campaign: a step-by-step guide*, 2nd edn, Kogan Page, London.

Grunig, JE & Hunt, T 1984, *Managing Public Relations*, Holt, Rinehart & Winston, New York.

- Hunt, T 1994, *Public Relations Techniques*, Harcourt Brace College Publishers, Fort Worth, Texas.
- Jefkins, FW 1994, *Public Relations Techniques*, 2nd edn, Butterworth-Heinemann, Oxford.
- Kendall, R 1999, *Public Relations Campaign Strategies: Planning for Implementation*, 3rd edn, Addison Wesley Longman, New York.
- Lesly, P 1997, *Lesly's Handbook of Public Relations and Communications*, 5th edn, NTC Business Books, Lincolnwood, IL.
- Newsom, D, Turk, J & Kruckeberg, D 2000, *This is PR: The Realities of Public Relations*, 7th edn, Wadsworth, Belmont, California.
- Quarles, J & Rowlings, B 1993, *Practising Public Relations: A Case Study Approach*, Longman Cheshire, Melbourne.
- Seital, FP 2001, *The Practice of Public Relations*, Prentice Hall, Upper Saddle River, New Jersey.
- Tymson, C & Sherman, B 1996, *The New Australian and New Zealand Public Relations Manual*, Millennium Books, Alexandria, NSW.
- Wilcox, DL et al 2000, *Public Relations: Strategies and Tactics*, Longman, New York.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessment	45.00
Directed Study	60.00
Private Study	60.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg(%)	Due date
ESSAY	20.00	20.00	03 Apr 2006
CASE STUDY	40.00	40.00	19 May 2006
EXAMINATION (3 HOURS)	40.00	40.00	END S1 (see note 1)

### NOTES

1. Scheduled date of examination to be advised.

## 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 be assured of completing each assessment item satisfactorily a student must submit all of the items of summative assessment by the due date and achieve on each the minimum specified standards outlined in 4 (Requirements for a pass in the course).

- 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 the examination and 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:  
The exam for this course is a CLOSED EXAMINATION, and candidates are allowed to bring only writing and drawing instruments into the examination.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
Any deferred or supplementary examinations for this course will be held during the next examination period.
- 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).