



The University of Southern Queensland

Course specification

Description: Professional Communication						
Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PRL	5004	50756	1, 2006	EXT	1.00	Toowoomba

Academic group:	FOART
Academic org:	FOA004
Student contribution band:	1
ASCED code:	100700

STAFFING

Examiner: Aidan Burke
Moderator: Barbara Ryan

SYNOPSIS

Students will be introduced to public relations writing skills including the principles of effective professional/business writing, techniques for persuasive writing, understanding and reaching target publics, organisational perspectives on public relations writing and finding and generating newsworthy information. They will study how to research, write and produce public relations tools including media releases, brochures, newsletters and speeches. The requirements of writing for various mediums and channels, including print, electronic and "new" media will also be covered.

OBJECTIVES

On successful completion of this course students will demonstrate:

1. a knowledge of the range of areas in which public relations writing skills may be employed; (Assessment items 1 & 2 refer)
2. a thorough understanding of the written word as a tool of effective, symmetrical communication; (Assessment items 1 & 2 refer)
3. expertise in the standard methods of writing for specific audiences using various mediums and channels including the news and other media; (Assessment items 1 & 2 refer)
4. the ability to analyse and critique various forms of public relations writing; (Assessment item 1 refers)
5. the ability to plan and develop a major writing project within an organisational context for particular audiences/publics. (Assessment item 2 refers)

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).

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.

Please refer to the introductory materials..

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Private Study	165.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg(%)	Due date
ASSIGNMENT ONE	40.00	40.00	19 May 2006
ASSIGNMENT TWO	60.00	60.00	16 Jun 2006

IMPORTANT ASSESSMENT INFORMATION

- 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.
- 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 receiving a passing grade, a student must: (i) submit all of the summative assessment items; and (ii) achieve at least 50% of the available weighted marks for the 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).