



The University of Southern Queensland

## Course specification

### Description: Advanced Public Relations Strategies

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PRL	5020	50976	1, 2006	WEB	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: Barbara Ryan

Moderator: Chris Kossen

### REQUISITES

Pre-requisite: PRL5000 and CMS5002

### SYNOPSIS

The course 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:

1. explain and apply key public relations and related theories; (assessment item 1 refers)
2. describe, explain and apply public relations campaign planning processes; (assessment items 1 & 2 refer)
3. describe the strengths and weaknesses of key contemporary public relations practices in the context of their applicability to various problems; (assessment items 1 & 2 refer)
4. describe and apply research in the design, application and evaluation of an applied public relations project; (assessment items 1 & 2 refer)
5. describe and apply public relations strategies and tools/tactics and be able to differentiate the strategic from the tactical; (assessment item 2 refers)
6. conduct their own systematic and comprehensive study of a campaign in which the concepts and theories in this course are embedded. (assessment item 2 refers)

## 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).

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, 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.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessment	45.00
Directed Study	70.00
Private Study	50.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg(%)	Due date
ASSIGNMENT 1	40.00	40.00	10 Apr 2006
ASSIGNMENT 2	60.00	60.00	13 Jun 2006

## **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 satisfactorily complete an assessment item a student must achieve at least 50% of the marks or a grade of at least C-. Students do not have to satisfactorily complete each assessment item to be awarded a passing grade in this course. Refer to Statement 4 below for the requirements to receive a passing grade in this 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 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).

#### **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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