



The University of Southern Queensland

Course specification

Description: Strategic Communication Planning						
Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PRL	8003	55328	2, 2006	ONC	1.00	Springfield

Academic group:	FOART
Academic org:	FOA004
Student contribution band:	2
ASCED code:	080509

STAFFING

Examiner: Barbara Ryan

Moderator: Aidan Burke

REQUISITES

Pre-requisite: Students must be enrolled in the following Program: MPRL

SYNOPSIS

Strategic communication planning is a function of senior public relations practitioners and is critical in bringing all of the factors of reputation management together. This course provides advanced professional preparation for students who are at a high level in the field or are contemplating working at executive level in public relations. The course reviews public relations theory and how it relates to campaign planning, and takes the student through each step of developing a strategic communication plan for an organisation, including the communication audit and other methods of research, adaptation of the research into a strategy, implementation of the strategy and evaluation.

OBJECTIVES

On successful completion of this course, students will be able to:

1. Review and evaluate key public relations and related theories (Assessment 1)
2. Describe, explain and apply strategic communication planning processes (Assessment 1)
3. Review and evaluate strengths and weaknesses of key contemporary public relations practices in the context of their applicability to various problems (Assessments 1 and 2)
4. Evaluate research methods and prepare and facilitate communication research projects (Assessments 2 and 3)
5. Practise strategic public relations by developing and implementing a strategic communication plan (Assessments 2 and 3)
6. Advise boards of directors and company executives on strategic communication planning (Assessment 3)

7. Facilitate and promote an understanding at an executive level of the value of pro-active corporate communication (Assessments 2 and 3)

TOPICS

Description	Weighting (%)
1. Introduction to strategic communication theory and planning	10.00
2. Building the strategic communication plan: the communication audit; research for campaign planning; research methodology; cases and problems.	25.00
3. Building the strategic communication plan: the adaptation stage; organisational culture; setting goals; infrastructure and support	20.00
4. Building the strategic communication plan: the strategy stage; developing the campaign; implementation strategy; designing the plan; cases and problems	25.00
5. Building the strategic communication plan: evaluation	15.00
6. Strategic communication challenges: Public Relations at board/management level	5.00

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).

Smith, RD 2005, *Strategic planning for public relations*, 2nd edn, Lawrence Erlbaum and Associates, Mahwah, New Jersey.

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
Directed Study	70.00
Lectures	13.00
Private Study	50.00
Tutorials	26.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg(%)	Due date
ASSN 1 - ANALYSIS 1500 WORDS	35.00	35.00	14 Aug 2006
ASSN 2 - CAMPAIGN DEVELOPMENT	65.00	65.00	30 Oct 2006

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and 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. For this course, normal attendance consists of weekly one hour lectures and weekly two hour tutorials.
- 2 Requirements for students to complete each assessment item satisfactorily:
To complete the items of assessment satisfactorily, students must obtain at least 50% of the marks available.
- 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 attempt all of the summative assessment items, and 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 obtained for each of the summative assessment items in the course.
- 6 Examination information:
There is no examination in 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

- 1 (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 a high standard of spelling, grammar, syntax and style. Faults in any of these could render a project or proposal unacceptable.
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