



The University of Southern Queensland

## Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.  
Please consult the web for updates that may occur during the year.

### Description: Corporate Communication

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PRL	5000	86581	1, 2009	WEB	1.00	Toowoomba

<b>Academic group:</b>	FOART
<b>Academic org:</b>	FOA003
<b>Student contribution band:</b>	3A
<b>ASCED code:</b>	080509

### STAFFING

Examiner: Chris Kossen  
Moderator: Barbara Ryan

### SYNOPSIS

This course is designed to introduce students to the theory and practice of Public Relations at the advanced level. Topics covered include the nature and history of public relations, the tools of public relations, the identification of internal and external publics, the design of public relations programmes and methods of assessing their effectiveness. The student is introduced to the various types of public relations, including corporate communication, community relations, employee relations, financial or investor relations and government relations. The concept of public relations as a management function is explored and the student is introduced to the fundamentals of public relations campaign or programme proposals, the use of objectives, strategies and tactics in public relations planning, and issues management. The course also introduces students to an examination of ethical issues in public relations and the ethical responsibilities of the public relations professional. This course cannot be taken as an elective.

### OBJECTIVES

On successful completion of this course students should:

1. be able to evaluate the foundations of public relations and its development to the present day and be aware of its likely future directions
2. understand the range of functions, activities and specialist areas encompassed by the public relations profession, including corporate communications
3. have an elementary knowledge of the various organisational settings for the public relations function, including 'in-house' and consultancy or agency
4. identify the range of communication tools used by public relations practitioners (variously known as Communication Managers, Public Relations Managers, Marketing Communication Managers and so on)
5. be able to prepare a simple Corporate Communication plan on behalf of a client, encompassing initial and evaluative research, objectives, strategy, tools, implementation schedules and a budget

6. be aware of the knowledge and skills necessary to plan, implement and evaluate effective Communication campaigns or programmes
7. be aware and able to identify the broad scope of public relations and communication beyond stereotypical and functionalist views of publicity, promotion and information dissemination
8. have an elementary knowledge of the ethical issues faced by the public relations profession

## TOPICS

Description	Weighting (%)
1. The History of Public Relations	5.00
2. The Nature of Public Relations	10.00
3. Public Relations Theory and its Application	15.00
4. Publics - Internal and External	15.00
5. Objectives, Strategies and Tools	15.00
6. Planning, proposing and evaluating the Corporate Communication plan	35.00
7. Research fundamentals	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).

Newsom, D, Turk, J V & Kruckeberg, D 2007, *This is PR!: the realities of public relations*, 9th edn, Wadsworth/Thomson Learning, 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.

Baskin, OW, Aronoff, C & Lattimore, D 1997, *Public Relations: the profession and the practice*, Brown & Benchmark Publishers, Madison, WI.

Botan, CH & Hazleton, V (eds) 1989, *Public relations theory*, Erlbaum Associates, Hillsdale, NJ.

Cutlip, SM, Center, AH & Broom, GM 2006, *Effective Public Relations*, 9th edn, Prentice-Hall, Upper Saddle River, NJ.

Harrison, K 2001, *Strategic Public Relations: a practical guide to success*, 2nd edn, Vineyard Publishing, Guildford, WA.

Johnston, J & Zawawi, C (eds) 2000, *Public relations: theory and practice*, Allen & Unwin, St Leonards, NSW.

Macnamara, JR 2000, *Jim Macnamara's public relations handbook: a practical guide to the planning, management and measurement of modern public relations*, 4th edn, Information Australia, Melbourne.

Moss, D & DeSanto, B (eds) 2002, *Public Relations cases: international perspectives*, Routledge, New York.

Seitel, FP 2003, *The practice of public relations*, 9th edn, Prentice-Hall, Upper Saddle River, NJ.

Tymson, C 2002, *The New Australian and New Zealand Public Relations Manual*, Tymson Communications, Chatswood, NSW.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessments	30.00
Directed Study	70.00
Private Study	65.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
DISCUSSION PAPER 1500-2000 WORDS	100.00	20.00	27 Mar 2009 (see note 1)
CASE STUDY (2000 - 2500 WORDS)	100.00	30.00	06 May 2009 (see note 2)
CAMPAIGN PROP (3000 WORDS)	100.00	50.00	12 Jun 2009 (see note 3)

### NOTES

1. (1500 - 2000 words). This assessment item relates to Objectives 1, 2, 3, 7 & 8.
2. (2000-2500 words). This assessment item relates to Objectives 2, 3, 4, 6 & 7.
3. (3000 words). This assessment item relates to Objectives 4, 5, 6 & 7.

## 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 successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.
- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without prior approval, then a penalty of 5% 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 achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks / 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>

## **ASSESSMENT NOTES**

- 1 (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 despatched to USQ within 24 hours if requested 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) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience. (e) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner of the course to negotiate such special arrangements. (f) 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. (g) 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 Students can expect that questions in assessment items in this course may draw upon knowledge and skills that they can reasonably be expected to have acquired before enrolling in the course. This includes knowledge contained in pre-requisite courses and appropriate communication, information literacy, analytical, critical thinking, problem solving or

- numeracy skills. Students who do not possess such knowledge and skills should not expect to achieve the same grades as those students who do possess them.
- 2 Students will require access to email and have internet access to USQConnect for this course.
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