



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: Professional Communication

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PRL	5004	86522	1, 2009	EXT	1.00	Toowoomba

Academic group:	FOART
Academic org:	FOA003
Student contribution band:	1
ASCED code:	100700

STAFFING

Examiner: Barbara Ryan

Moderator: Alison Feldman

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;
2. a thorough understanding of the written word as a tool of effective, symmetrical communication;
3. expertise in the standard methods of writing for specific audiences using various mediums and channels including the news and other media;
4. the ability to analyse and critique various forms of public relations writing;
5. the ability to plan and develop a major writing project within an organisational context for particular audiences/publics.

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 & Haynes, J 2008, *Public relations writing form and style*, 8th edn, Thomson Wadsworth Publishing Co, 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	05 May 2009 (see note 1)
ASSIGNMENT TWO	60.00	60.00	09 Jun 2009 (see note 2)

NOTES

1. This assessment item relates to Objectives 1, 2, 3 & 4.
2. This assessment item relates to Objectives 1, 2, 3 & 5.

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 extenuating circumstances and without prior approval, then a penalty of a maximum of 5% of the assigned mark may apply for each working day late, up to a maximum of 10 working days, at which time a mark of zero can be recorded for that assignment.
 - 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

- 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 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).