



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: Strategic Communication Project

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PRL	8006	91044	2, 2009	EXT	1.00	Toowoomba

Academic group:	FOART
Academic org:	FOA003
Student contribution band:	3A
ASCED code:	080599

STAFFING

Examiner: Barbara Ryan
Moderator: Alison Feldman

REQUISITES

Pre-requisite: PRL8003

SYNOPSIS

As students draw closer to meeting the full requirements for graduating from the course, it is absolutely essential that they have the opportunity to integrate and synthesise the knowledge and competencies developed to date in relation to their professional responsibilities. The course highlights the importance of project planning and considers the processes of planning, scheduling and resource allocation. It also includes descriptors on project monitoring and performance measurement, in the project environment. It provides a framework for planning, scheduling, analysis and resource allocation and integration by focusing attention on the development of an organisation's strategic directions, strategic capabilities and internal and external dynamics. Students will be able to draw upon some of the critical concepts, techniques and information from other courses studied in order to develop informative and comprehensive responses to a major communication or public relations project and/or campaign. Students are encouraged to explore the practical and experimental application of communication techniques and their theories to their project. The planning, documentation, production, and management of the project will be the major activities of the course. Students will be responsible for all aspects of the project development phases.

OBJECTIVES

On completion of this course students will be able to:

1. Source an appropriate client organisation for the purpose of offering professional public relations services through provision of a complete strategic communication plan (Project Scoping Assignment)
2. Obtain a comprehensive client brief, and conduct a comprehensive analysis of the client organisation's background, culture, dynamics, public relations approaches, strategic

- directions, and strategic capabilities in order to develop the program . (Project Scoping Assignment)
3. Plan and undertake where possible primary research on which to base the aims and objectives, the selection of strategies and the prioritisation of stakeholder groups (Completed Project Assignment).
 4. Develop a comprehensive plan for each corporate plan objective that is influenced by communication: aim, objectives, deliverables and strategic outcomes for the organisation. (Completed Project Assignment)
 5. Develop public relations tools for implementation. ((Completed Project Assignment)
 6. Implement, monitor and manage the strategic communication plan . Plan and conduct in-process and end-process evaluation.(Completed Project Assignment)
 7. Demonstrate a high level of understanding of public relations theory and practice, key issues and insights through the development of a complete Strategic Communication Plan.(Completed Project Assignment)

TOPICS

	Description	Weighting (%)
1.	Deciding upon a topic.	5.00
2.	Research - getting started.	20.00
3.	Research - situational and organisational analysis.	10.00
4.	Research - stakeholder and public analysis.	10.00
5.	Research - putting into perspective.	10.00
6.	Adaptation	15.00
7.	Implementation strategy.	10.00
8.	Evaluation.	20.00

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 2008, *Strategic planning for public relations*, 3rd 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.

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
STRATEGIC COMMUNICATION PLAN	100.00	100.00	02 Nov 2009

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 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.
- 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.
- 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.
- 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.
- Examination information:**

There is no exam for this course.
- 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.
- 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 are strongly advised to maintain regular contact with their supervisor.
 - 2 If assignments in the course require the use of surveys, interviews, etc., students should be aware of the University and Faculty of Arts ethical requirements/guidelines. (The course syllabus distributed to students in the first week of teaching provides this information.)
 - 3 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.
 - 4 Students will require access to email and have internet access to UConnect for this course.
 - 5 This course should be completed during the student's last year in the program.
-