



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: Writing for Public Relations

Subject	Cat-nbr	Term	Mode	Units	Campus
PRL	2003	1, 2010	ONC	1	Toowoomba

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

### STAFFING

Examiner: Barbara Ryan  
Moderator: Alison Feldman

### REQUISITES

Pre-requisite: PRL1002 and PRL1003

### SYNOPSIS

Students will be introduced to the basics of public relations writing including the concepts of good writing, techniques for persuasive writing and finding and generating newsworthy information. They will study how to write media releases for the print and electronic media, feature articles, backgrounders, brochures, newsletters and speeches. The major emphasis of the course is on developing practical public relations skills.

### OBJECTIVES

On completion of this course students will have:

1. examine the range of areas in which public relations writing skills may be employed;
2. demonstrate academic and professional literacy through 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. demonstrate advanced written communication skills by planning and developing a major writing project for a particular purpose and market within an organisational context for particular audiences/publics;
6. consider and apply ethical considerations as part of the planning and writing process.

## 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).

(PRL1001 Study Book and Selected Readings.)

Newsom, D & Haynes, J2008, *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.

(To be advised)

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Lectures	14.00
Private Study	123.00
Tutorials	28.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date	Objectives assessed	Graduate skill	Level assessed
ASSIGNMENT 1	40	40	26 Apr 2010	1, 2, 3, 4		
ASSIGNMENT 2	60	60	11 Jun 2010	1, 2, 3, 5		

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:**  
It is the student's 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 class attendance consists of one two-hour workshop per week.
- 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 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 lodge the assignment at the USQ. **(b)** All Faculty of Arts assignments must be lodged in the Faculty Assessment Centre on the Ground Floor of Q Block no later than 12 noon on the due date. **(c)** 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. (d). 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. (e) 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. (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 Submission or completion of ALL assessment items for this course is compulsory.
  - 2 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.
-