Description: Principles and Practice of Public Relations

Subject  Cat-Nbr  Class  Term   Mode  Units  Campus
PRL  1002  11045  1, 2002  ONC  1.00  WIBAY

Academic Group: FOART
Academic Org: FOA004
HECS Band: 1
ASCED Code: 080509

STAFFING
Examiner: Alison Feldman
Moderator: Aidan Burke

SYNOPSIS
Public Relations* focuses on understanding and developing the relationship between an individual or more often, an organisation, and the "public" or "publics" with which that organisation must effectively co-exist. This course is designed to introduce students to Public Relations, the nature and history of the profession and the theoretical foundations of contemporary public relations practice. Within this framework, topics covered within the course include: definitions of public relations and other key terms and concepts; the identification of internal and external publics; descriptions of core public relations processes; and the tools of public relations. Finally, through the use of case study analysis, the student is introduced to programme design encompassing research, goals, objectives, strategies, tools and tactics and evaluation. * Public Relations remains a commonly used term, however, in many ways of business and government terms such as Corporate Communication and Public Affairs are perhaps more frequently used. We have elected to adhere to the more traditional term for the sake of simplicity and effective communication.

OBJECTIVES
On successful completion of this course students should be able to:

- define and describe public relations;
- describe the foundations of public relations practice and its development to the present day;
- describe the core theories underpinning contemporary public relations practice;
- integrate those theories into the analysis of a public relations case study;
- identify and differentiate the internal and external publics associated with an organisation;
• identify the methods and approaches used most frequently by public relations practitioners in designing and planning public relations initiatives;
• develop an understanding of how to develop a simple public relations campaign proposal incorporating the core elements of research, goals, objectives, strategies, tools and tactics and evaluation.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Definitions of Public Relations</td>
<td>10.00</td>
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<tr>
<td>2. The Foundations of Public Relations practice</td>
<td>10.00</td>
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<td>3. Understanding and integrating core theories</td>
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<td>4. Understanding internal and external publics</td>
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<td>5. Identification of the core public relations methods and approaches</td>
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<td>6. Programme conceptualisation and design</td>
<td>20.00</td>
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TEXT and MATERIALS required to be PURCHASED or ACCESSED:
Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.
Course PRL1002 Book of Selected Readings

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.

Cutlip S.M. 1995 Public Relations History: From the 17th to the 20th Century, Lawrence Erlbaum, Hillsdale, N.J.


Newsom, D. 2000 *This is PR: The Realities of Public Relations*, 7th edn, Wadsworth, Belmont, California.


**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
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<tbody>
<tr>
<td>Directed Study</td>
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<td>Examinations</td>
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<tr>
<td>Lectures</td>
<td>13</td>
</tr>
<tr>
<td>Private Study</td>
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<td>Tutorial</td>
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**ASSESSMENT DETAILS**

<table>
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<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tr>
<td>ESSAY</td>
<td>20.00</td>
<td>20.00</td>
<td>Y</td>
<td>04 Mar 2002 (see note 1)</td>
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<td>TUTORIAL PRESENTATION &amp; ACTIVI</td>
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<td>EXAMINATION (3 HOURS)</td>
<td>40.00</td>
<td>40.00</td>
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</table>

**NOTES:**

1. Further details about the due dates are detailed in the assessment section of the Course Specifications.
2. Further details about the due dates are detailed in the assessment section of the Course Specifications.
3. Further details about the due dates are detailed in the assessment section of the Course Specifications.

**OTHER REQUIREMENTS**

1. Submission of ALL pieces of assessment is compulsory.

2. Requests for assignment extensions must be made to the course examiner in writing BEFORE the due date. Extensions will not be granted on or after the due date. Assignment extensions will not be granted except on medical or compassionate grounds and only with the provision of appropriate medical or other documentation (such as a letter of referral from a qualified counsellor). Workload, or failure of computer equipment will not be considered grounds for extension.

3. Assignments submitted after the due date will be penalised by 10% per working day late for the first five working days late after which a zero grade will be awarded.

4. The final grade is based on the aggregate of all assessment items and in accord with Faculty guidelines.

5. Given the emphasis on assessment of tutorial activities, students are strongly advised to attend all classes.