The University of Southern Queensland

Course Specification

Description: Public Relations Project

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
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<tbody>
<tr>
<td>PRL</td>
<td>3000</td>
<td>11071</td>
<td>1, 2002</td>
<td>EXT</td>
<td>1.00</td>
<td>TWMBA</td>
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Academic Group: FOART
Academic Org: FOA004
HECS Band: 2
ASCED Code: 080509

STAFFING
Examiner: Aidan Burke
Moderator: Alison Feldman

PRE-REQUISITES
Pre-requisite: PRL 2001 and PRL 2000

SYNOPSIS
This course provides advanced professional preparation for students in the planning of public relations campaigns. The course builds on theory and practice taught previously in the major. The course allows students to initiate an original campaign through the stages of research, planning, implementation and evaluation. Students are directed to develop a public relations campaign that demonstrates a concerted effort to build socially responsible relationships by achieving research based goals through the application of strategic planning and the measurement of outcomes. Field work is designed to stimulate discussion and lateral thinking of public relations objectives.

OBJECTIVES
That students will become familiar with the strengths and weaknesses of key contemporary communication strategies in the context of their applicability to various industrial problems and needs.

- That students will gain field experience in the design, application and evaluation of a project requiring the incorporation of public relations theory and techniques.
- That students will have developed critical skills and a level of professional expertise in an organisational work environment that would be sufficient to justify their employment as public relations consultants.
**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Research Skills</td>
<td>0.00</td>
</tr>
<tr>
<td>2. Program Development</td>
<td>0.00</td>
</tr>
<tr>
<td>3. Evaluation Techniques</td>
<td>0.00</td>
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</table>

**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.


**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.

Australian Journalism Review
Canadian Journal of Communication
Communication Research
Critical Studies in Mass Communication
Human Communication Research
European Journal of Communication
Journalism and Mass Communication Quarterly
Media, Culture and Society
Media International Australia
Journal of Broadcasting and Electronic Media


Littlejohn, S. (1996) *Theories of Human Communication*, 5th edn, Charles E. Merrill, Columbus, OH.


**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Directed Study</td>
<td>25</td>
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<tr>
<td>Private Study</td>
<td>140</td>
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**ASSESSMENT DETAILS**

<table>
<thead>
<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>PROJECT WRITTEN REPORT</td>
<td>999.00</td>
<td>100.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
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</table>

(see note 1)

**NOTES:**

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

**OTHER REQUIREMENTS**

1. Penalties for late submission of assignment; 5% per working day of the value of the marks on that assignment to a maximum of 25% and 5 working days beyond which the assessment will not be accepted. Example: an essay worth 40 marks would lose 2 marks per day to a maximum of 10 marks and then achieve 0 marks.