Description: Advanced Public Relations Strategies

<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>
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<tr>
<td>PRL</td>
<td>5020</td>
<td>18249</td>
<td>3, 2002</td>
<td>EXT</td>
<td>1.00</td>
<td>TW MBA</td>
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Academic Group: FOART
Academic Org: FOA004
HECS Band: 1
ASCED Code: 080509

STAFFING
Examiner: Elizabeth Dougall
Moderator: Alison Feldman

PRE-REQUISITES
Pre-requisite: PRL 5000 and CMS 5002

OTHER-REQUISITES
Prerequisites 97940

SYNOPSIS
Public Relations Practice and Techniques provides advanced professional preparation for students in public relations. The unit builds on theory and practice taught previously in the major. As public relations professionals, students need to understand salient public relations theories and practices, how public relations strategies originate and their usefulness and shortcomings in explaining, predicting and organising public relations campaigns.

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

- explain and apply key public relations and related theories;
- describe, explain and apply public relations campaign planning processes;
- describe the strengths and weaknesses of key contemporary public relations practices in the context of their applicability to various industrial problems;
- describe and apply research in the design, application and evaluation of an applied public relations project;
- describe and apply public relations strategies and tools/tactics and be able to differentiate the strategic from the technical;
• conduct their own systematic and comprehensive study of a campaign in which
the concepts and theories in this course are embedded.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Introduction to Public Relations Campaigns</td>
<td>10.00</td>
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<tr>
<td>2. Building the Campaign Plan: The Research stage Research for Campaign</td>
<td>25.00</td>
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<tr>
<td>Planning Research Methodology, Cases and Problems</td>
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<td>3. Building the Campaign Plan: The Adaptation Stage Organisational Culture</td>
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<tr>
<td>Setting Goals, Infrastructure and Support</td>
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<tr>
<td>4. Building the Campaign Plan: The Strategy Stage Developing the Campaign</td>
<td>20.00</td>
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<tr>
<td>Implementation Strategy Designing the Plan Cases and Problems</td>
<td></td>
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<tr>
<td>5. Building the Campaign Plan: The Evaluation Plan</td>
<td>15.00</td>
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<tr>
<td>6. Advanced Public Relations Challenges</td>
<td>10.00</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.


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.

, , Public Relations Review,
(Public Relations Review)
, , The Journal of Public Relations Research,
(The Journal of Public Relations)
, , Asia Pacific Public Relations Journal,
(Quarterly Australia Pacific Public Relations Journal)


### STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Assessment</td>
<td>45</td>
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<tr>
<td>Directed Study</td>
<td>70</td>
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<td>Private Study</td>
<td>50</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>ASSIGNMENT 1</td>
<td>20.00</td>
<td>20.00</td>
<td>Y</td>
<td>18 Dec 2002</td>
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<tr>
<td>ASSIGNMENT 2</td>
<td>40.00</td>
<td>40.00</td>
<td>Y</td>
<td>24 Jan 2003</td>
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<td>EXAM</td>
<td>40.00</td>
<td>40.00</td>
<td>Y</td>
<td>END S3</td>
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</table>

(see note )

**NOTES:**

- Exam dates will be advised when timetables are finalised.
OTHER REQUIREMENTS

1 Assignments submitted after the due date will be subject to penalty in accord with Arts Faculty guidelines. Extensions may be granted on medical or compassionate grounds and must be pre-arranged with the course leader in advance of the due date.

2 All pieces of assessment must be submitted.

3 Assessment: As per Faculty of Arts policy. The final grade is based on the aggregate of the marks for all assessment items.