Description: Professional Communication 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>
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<tr>
<td>PRL</td>
<td>5021</td>
<td>15118</td>
<td>2, 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: Elizabeth Dougall

PRE-REQUISITES
Pre-requisite: PRL 5020 and PRL 5002

RATIONALE
This course is seen as both the application of reading and planning completed in Applied Communication Theory and as conceptual and methodological preparation for thesis work in higher degree studies. During this course students will complete a project in an aspect of the application of communication theory to solving a professional, community, mass communication or cultural problem. The role of theory as a problem-solving tool will be monitored progressively in the form of periodic reports and lecturer-student consultation. Students are especially encouraged to link project processes where possible with various mass communication theories.

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 97944 and 97960. 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.

OBJECTIVES
Objectives for this course are:
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>15.00</td>
</tr>
<tr>
<td>2. Program Development</td>
<td>70.00</td>
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<tr>
<td>3. Evaluation Techniques</td>
<td>15.00</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.

*Australian Journalism Review,*

*Canadian Journal of Communication,*

(*Canadian Journal of Communication)*

*Communication Research,*

(*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,*

*Public Opinion Quarterly,*

*Journal of Broadcasting and Electronic Media,*
Ball-Rokeach, S. & Cantor, M 1986, Media Audience and Social Structure, Sage, Beverley Hills, CA.
Bormann, E 1989, Communication Theory, Sheffield Publishing, Salom, Wis.

**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<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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<tbody>
<tr>
<td>PROJECT WRITTEN REPORT</td>
<td>100.00</td>
<td>100.00</td>
<td>Y</td>
<td>01 Nov 2002</td>
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</table>

**OTHER REQUIREMENTS**

1. Due to the number of students undertaking the course and our desire to provide you with quality feedback as soon as possible by marking and returning your assessment quickly, students undertaking this course are advised to note that extensions of assignments may be granted in extenuating circumstances only, for example, a medical condition.

2. If students submit assignments after the due date without providing evidence of such circumstances, THEN A PENALTY OF 10% OF THE ASSIGNED MARK SHALL BE APPLIED FOR EACH OF THE FIRST 5 WORKING DAYS LATE. Please note, application for an extension must be made in writing to the examiner and that application must be received within five working days of the assignment's due date. An explanation by phone call will not be considered sufficient.

3. Projects submitted after 5 working days and with no prior application for an extension will not be marked.