Course Specification

Description: Writing for Public Relations

<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>1001</td>
<td>21047</td>
<td>1, 2003</td>
<td>ONC</td>
<td>1.00</td>
<td>WIBAY</td>
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Academic Group: FOART
Academic Org: FOA004
HECS Band: 2
ASCED Code: 080509

STAFFING
Examiner: Elizabeth Dougall
Moderator: Aidan Burke

PRE-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, backgrousnders, brochures, newsletters and speeches. The major emphasis of the course is on developing practical public relations skills.

OBJECTIVES
On successful completion of this course students will demonstrate:

- a knowledge of the range of areas in which public relations writing skills may be employed;
- a thorough understanding of the written word as a tool of effective, symmetrical communication;
- expertise in the standard methods of writing for specific audiences using various mediums and channels including the news and other media;
- the ability to analyse and critique various forms of public relations writing;
- the ability to plan and develop a major writing project for a particular purpose and market within an organisational context for particular audiences/publics.
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:

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.

PRL1001 Study Book and 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.

TBA

STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Lectures</td>
<td>14</td>
</tr>
<tr>
<td>Private Study</td>
<td>123</td>
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<tr>
<td>Tutorial</td>
<td>28</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>ASSIGNMENT 1</td>
<td>100.00</td>
<td>40.00</td>
<td>Y</td>
<td>04 Mar 2003</td>
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<tr>
<td>ASSIGNMENT 2</td>
<td>100.00</td>
<td>60.00</td>
<td>Y</td>
<td>09 Jun 2003</td>
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</table>

(see note )
NOTES:

Further details about tutorial assessment and due dates will be advised at the beginning of semester.

OTHER REQUIREMENTS

1 Assignments submitted after the due date, and without prior approval of an extension from the examiner, will be penalised at the rate of 10% per working day for the first 5 days late, after which a grade of zero will be awarded.

2 Assignment extensions will not be granted except on medical or compassionate grounds and only with the provision of appropriate medical or other documentation. Requests must be made to the course examiner in writing BEFORE the due date. Extensions will not be granted on or after the due date.

3 In order to meet the criteria for Assessment (1), attendance at and participation in tutorials is strongly advised.

4 Submission or completion of ALL assessment items for this course is compulsory.

5 The final grade is based on the aggregate of all assessment items and is assigned as follows: HD = 90-100, A = 80-89, B = 65-79, C = 50-64, F = 0-49