Description: Advanced Public Relations Project

<table>
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<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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<td>PRL</td>
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<td>28256</td>
<td>3, 2003</td>
<td>ONC</td>
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Academic Group: FOART
Academic Org: FOA004
HECS Band: 1
ASCED Code: 100700

STAFFING
Examiner: Alison Feldman
Moderator: Chris Galloway

OTHER-REQUISITES
Pre-requisite: Graduate Diploma of Professional Communication

RATIONALE
This course is a supervised applied communication production project that provides students the opportunity to bring together the skills acquired during previous coursework studies. Students will be required to conceptualise, develop, and produce a communication campaign or project and detail relevant communication theories on which the project is based. By so doing, students gain the knowledge and/or ability to plan, organise, and understand the development phases of an applied communication brief and acquire the necessary analytical skills to critically appraise and document contemporary communication problems and opportunities and influence their solutions.

SYNOPSIS
This course is based on the student's participation in a major communication or public relations project and/or campaign. Students will be expected to apply the campaign development and management skills acquired in preceding courses to a particular communication's brief. Students are encouraged to explore the practical and experimental application of communication techniques and their theories to their project. The planning, documentation, production, and management of the project will be the major activities of the course. Students will be responsible for all aspects of the project development phases.

OBJECTIVES
On completion of this course students will be able to:
• have conceptualised a project and undertaken all necessary professional procedures to ensure its completion
• demonstrate the ability to describe their completed work within theoretical and practical criteria through the presentation of a written report
• have developed their management skills to a significantly high level
• have experienced working within a structured timeframe and budget restrictions

TOPICS

Description Weighting (%)
1. Students will identify their own project idea and topic. The project will typically be developed by investigation and documentation of the following topics: Project Design: 30.00
2. Scoping the project 20.00
3. Proposal and pitch 10.00
4. Theoretical design and strategy choice: 40.00
4.1. Selecting demographic and psychographic profiles of target audiences (20%)
4.2. Campaign design (40%)
4.3. Management procedures, tactics and evaluation (30%)
4.4. Presentation (10%)

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.

Dependent on the choice of the applied communication project.

STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Directed Study</td>
<td>75</td>
</tr>
<tr>
<td>Project Work</td>
<td>370</td>
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<tr>
<td>Supervisor Consultation</td>
<td>210</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>COMPLETED PROJECT</td>
<td>100.00</td>
<td>100.00</td>
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</table>

IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:
   There are no attendance requirements for this external course. However, it is the student's responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.

2 Requirements for students to complete each assessment item satisfactorily:
   To complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given.

4 Requirements for student to be awarded a passing grade in the course:
   To be assured of a passing grade, students must demonstrate, via the summative assessment items, that they have achieved the required minimum standards in relation to the objectives of the course by obtaining at least 50% of the total weighted marks for all summative assessment.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.

6 Examination information:
   There is no exam for this course.

7 Examination period when Deferred/Supplementary examinations will be held:
   Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.

8 University Regulations:
   Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL http://www.usq.edu.au/SECARIAT/calendar/Part5/ or in the printed version of the current USQ Handbook.

ASSESSMENT NOTES

9 (a) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) Students must retain a copy of
each item submitted for assessment. This must be produced within five days if required by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (e) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

OTHER REQUIREMENTS

1 Students should report regularly to their supervisor.
2 Progress reports will be negotiated by each student and supervisor in line with those suggested by the Department of Mass Communication.