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>
</tr>
</thead>
<tbody>
<tr>
<td>PRL</td>
<td>5020</td>
<td>31090</td>
<td>1, 2004</td>
<td>ONC</td>
<td>1.00</td>
<td>TWMBA</td>
</tr>
</tbody>
</table>

Academic group: FOART
Academic org: FOA004
Student contribution band: 2
ASCED code: 080509

STAFFING
Examiner: Chris Galloway
Moderator: Aidan Burke

REQUISITES
Pre-requisite: PRL5000 and CMS5002

SYNOPSIS
The course provides advanced professional preparation for students in public relations. The course 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 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 tactical;
- 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>
</tr>
</thead>
<tbody>
<tr>
<td>1. Introduction to Public Relations Campaigns</td>
<td>10.00</td>
</tr>
<tr>
<td>2. Building the Campaign Plan: The Research stage</td>
<td>25.00</td>
</tr>
<tr>
<td>Planning Research Methodology, Cases and Problems</td>
<td></td>
</tr>
<tr>
<td>3. Building the Campaign Plan: The Adaptation Stage</td>
<td>20.00</td>
</tr>
<tr>
<td>Organisational Culture Setting Goals, Infrastructure and Support</td>
<td></td>
</tr>
<tr>
<td>4. Building the Campaign Plan: The Strategy Stage</td>
<td>20.00</td>
</tr>
<tr>
<td>Developing the Campaign Implementation Strategy</td>
<td></td>
</tr>
<tr>
<td>Designing the Plan Cases and Problems</td>
<td></td>
</tr>
<tr>
<td>5. Building the Campaign Plan: The Evaluation Plan</td>
<td>15.00</td>
</tr>
<tr>
<td>6. Advanced Public Relations Challenges</td>
<td>10.00</td>
</tr>
</tbody>
</table>

### TEXT and MATERIALS required to be PURCHASED or ACCESSED:

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at http://bookshop.usq.edu.au click 'Semester', then enter your 'Course Code' (no spaces).


### 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*,
, *Management Communication Quarterly*,
, *Australia Pacific Public Relations Journal*,


**STUDENT WORKLOAD REQUIREMENTS:**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment</td>
<td>45.00</td>
</tr>
<tr>
<td>Directed Study</td>
<td>70.00</td>
</tr>
<tr>
<td>Lectures</td>
<td>26.00</td>
</tr>
<tr>
<td>Private Study</td>
<td>50.00</td>
</tr>
<tr>
<td>Tutorials or Workshops</td>
<td>26.00</td>
</tr>
</tbody>
</table>

**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSIGNMENT 1</td>
<td>100.00</td>
<td>20.00</td>
<td>07 Apr 2004</td>
</tr>
<tr>
<td>ASSIGNMENT 2</td>
<td>100.00</td>
<td>40.00</td>
<td>17 May 2004</td>
</tr>
<tr>
<td>ASSIGNMENT 3</td>
<td>100.00</td>
<td>40.00</td>
<td>09 Jun 2004</td>
</tr>
</tbody>
</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. NB: All pieces of assessment must
   be submitted.

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/corporateservices/calendar/part5.htm or in 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 This public relations course maintains high standards of spelling, grammar, syntax and style. Faults in any of these could render a project or proposal unacceptable.