Description: Advanced Public Relations Project A

<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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<tr>
<td>PRL</td>
<td>8001</td>
<td>30986</td>
<td>1, 2004</td>
<td>EXT</td>
<td>2.00</td>
<td>TWMBA</td>
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Academic group: FOART
Academic org: FOA004
Student contribution band: 1
ASCED code: 100700

STAFFING
Examiner: Alison Feldman
Moderator: Aidan Burke

REQUISITES
Pre-requisite: Students must be enrolled in Program: GDCM

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 will be encouraged to explore the practical and experimental application of communication techniques and their theories to a practical industry based project. The research, planning, and documentation for the management of the project will be the major activities of the course.

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

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>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</td>
<td>30.00</td>
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<tr>
<td>2. Scoping the project</td>
<td>20.00</td>
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<tr>
<td>3. Proposal and pitch</td>
<td>10.00</td>
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<tr>
<td>4. Theoretical design and strategy choice</td>
<td>40.00</td>
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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.

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>65.00</td>
</tr>
<tr>
<td>Project Work</td>
<td>160.00</td>
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<tr>
<td>Supervisor Consultation</td>
<td>105.00</td>
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</table>
ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tbody>
<tr>
<td>PROJECT BRIEF</td>
<td>100.00</td>
<td>100.00</td>
<td>11 Jun 2004</td>
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NOTES:

1. There is no final graded result for this part of the Advanced Public Relations Project as the course forms part of the completed project to be submitted in PRL8002 Advanced Public Relations Project B. A grade of IIP (Incomplete: In Progress) will signal satisfactory progress to allow the student to enrol in PRL8002 Advanced Public Relations Project B. NOTE there is a Project Proposal due on 4/3/03

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 be assured of completing each assessment item satisfactorily a student must submit all of the items of summative assessment by the due date and achieve on each the minimum specified standards outlined in 4 (Requirements for a pass in the course).

3 Penalties for late submission of required work:
   If students submit Dissertations/Projects after the due date without prior approval or documented medical circumstances, then a fail grade 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 meet the requirements of designated examiners.

5 Method used to combine assessment results to attain final grade:
   Method used to combine assessment results to attain final grade for Part 1 of a Dissertation/Project (where IIP is a possible grade) - If the research proposal and any possible ethics application are approved and the student's progress report is deemed satisfactory by the student's supervisor and the course examiner, the student will be awarded an interim grade of IIP, indicating satisfactory performance in the course. When the Dissertation/Project has been assessed in its entirety, the grade of IIP will be changed to the final grade.

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 Students are strongly advised to maintain regular contact with their supervisor.
2 Early in the semester, the student and his/her supervisor must decide on specific objectives for the course. This would typically involve such activities as writing a first draft of the literature review, writing a first draft of the method section, completing data collection, or other research activities as specified by the supervisor.
3 It is imperative that Dissertation/Project students check with their supervisor(s) whether they need to obtain ethics clearance for their Dissertation/Project.
4 Preliminary proposal (on enrolment in the course) - In order to facilitate the satisfaction of these assessment requirements, students must submit a one page preliminary thesis proposal with application for enrolment.
5 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.