## Description: Principles and Practice of 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>
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<tr>
<td>PRL</td>
<td>1002</td>
<td>62642</td>
<td>1, 2007</td>
<td>ONC</td>
<td>1.00</td>
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**Academic group:** FOART  
**Academic org:** FOA003  
**Student contribution band:** 2  
**ASCED code:** 080509  

### STAFFING

Examiner: Chris Kossen  
Moderator: Aidan Burke

### SYNOPSIS

Public Relations* focuses on understanding and developing the relationship between an individual or more often, an organisation, and the "public" or "publics" with which that organisation must effectively co-exist. This course is designed to introduce students to Public Relations, the nature and history of the profession and the theoretical foundations of contemporary public relations practice. Within this framework, topics covered within the course include: definitions of public relations and other key terms and concepts; the identification of internal and external publics; descriptions of core public relations processes; and the tools of public relations. Finally, through the use of case study analysis, the student is introduced to programme design encompassing research, goals, objectives, strategies, tools and tactics and evaluation. * Public Relations remains a commonly used term, however, in many ways of business and government terms such as Corporate Communication and Public Affairs are perhaps more frequently used. We have elected to adhere to the more traditional term for the sake of simplicity and effective communication.

### OBJECTIVES

On successful completion of this course students should be able to:

1. define and describe public relations;  
2. describe the foundations of public relations practice and its development to the present day;  
3. describe the core theories underpinning contemporary public relations practice;  
4. integrate those theories into the analysis of a public relations case study;  
5. identify and differentiate the internal and external publics associated with an organisation;  
6. identify the methods and approaches used most frequently by public relations practitioners in designing and planning public relations initiatives;  
7. develop an understanding of how to develop a simple public relations campaign proposal incorporating the core elements of research, goals, objectives, strategies, tools and tactics and evaluation.
## TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>Definitions of Public Relations</td>
<td>10.00</td>
</tr>
<tr>
<td>The Foundations of Public Relations practice</td>
<td>10.00</td>
</tr>
<tr>
<td>Understanding and integrating core theories</td>
<td>30.00</td>
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<tr>
<td>Understanding internal and external publics</td>
<td>10.00</td>
</tr>
<tr>
<td>Identification of the core public relations methods and approaches</td>
<td>20.00</td>
</tr>
<tr>
<td>Programme conceptualisation and design</td>
<td>20.00</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](http://bookshop.usq.edu.au) click 'Semester', then enter your 'Course Code' (no spaces).

Course PRL1002 Book of Selected Readings


(NB: Students who already have or wish to purchase the 1997 text are advised that this is acceptable, and all study notes will refer to both issues.)

## 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.


Newsom, D, Turk, J & Kruckeberg, D 2000, *This is PR: The Realities of Public Relations*, 7th edn, Wadsworth, Belmont, California.


### STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Directed Study</td>
<td>83.00</td>
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<tr>
<td>Examinations</td>
<td>3.00</td>
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<tr>
<td>Lectures</td>
<td>13.00</td>
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<tr>
<td>Private Study</td>
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<td>Tutorials</td>
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### 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>ESSAY</td>
<td>20.00</td>
<td>20.00</td>
<td>04 Apr 2007</td>
</tr>
<tr>
<td>TUTE ACTIVITIES &amp; PRESENTATION</td>
<td>40.00</td>
<td>40.00</td>
<td>08 Jun 2007</td>
</tr>
<tr>
<td>EXAMINATION (2 HOURS)</td>
<td>40.00</td>
<td>40.00</td>
<td>END S1</td>
</tr>
</tbody>
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**NOTES**

1. This assessment item relates to Objectives 1, 2 & 3.
2. Students will be advised of this assessment requirements at beginning of semester. This assessment item relates to Objectives 1-6.
3. Scheduled date of examination to be advised. This assessment item relates to Objectives 1, 4, 5, 6 & 7.

### IMPORTANT ASSESSMENT INFORMATION

1. Attendance requirements:
   - It is the student's responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and 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. For this course, normal attendance consists of one one-hour lecture and one two-hour tutorial per week.

2 Requirements for students to complete each assessment item satisfactorily:
To successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.

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:
Students must attempt all items of assessment to pass the course. A final grade is determined on the basis of the total accumulated points after all pieces of assessment have been attempted and is assigned in accord with Faculty regulations.

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

6 Examination information:
The exam for this course is a CLOSED EXAMINATION, and candidates are allowed to bring only writing and drawing instruments into the examination.

7 Examination period when Deferred/Supplementary examinations will be held:
Any deferred or supplementary examinations for this course will be held during the next examination period.

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

ASSESSMENT NOTES

9 (a) The due date for an assignment is the date by which a student must lodge the assignment at the USQ. (b) All Faculty of Arts assignments must be lodged in the submission box at the Wide Bay Campus no later than 9.00 am on the due date. (c) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience. (d) Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (e) 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. (f) 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. (g) 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).