Description: Professional Communication

<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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<tbody>
<tr>
<td>PRL</td>
<td>5004</td>
<td>63156</td>
<td>1, 2007</td>
<td>ONC</td>
<td>1.00</td>
<td>Springfield</td>
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Academic group: FOART
Academic org: FOA003
Student contribution band: 1
ASCED code: 100700

STAFFING
Examiner: Aidan Burke
Moderator: Barbara Ryan

SYNOPSIS
Students will be introduced to public relations writing skills including the principles of effective professional/business writing, techniques for persuasive writing, understanding and reaching target publics, organisational perspectives on public relations writing and finding and generating newsworthy information. They will study how to research, write and produce public relations tools including media releases, brochures, newsletters and speeches. The requirements of writing for various mediums and channels, including print, electronic and "new" media will also be covered.

OBJECTIVES
On successful completion of this course students will demonstrate:
1. a knowledge of the range of areas in which public relations writing skills may be employed;
2. a thorough understanding of the written word as a tool of effective, symmetrical communication;
3. expertise in the standard methods of writing for specific audiences using various mediums and channels including the news and other media;
4. the ability to analyse and critique various forms of public relations writing;
5. the ability to plan and develop a major writing project within an organisational context for particular audiences/publics.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Writing for Public Relations</td>
<td>10.00</td>
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<tr>
<td>2. Developing Writing Skills</td>
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</tr>
<tr>
<td>3. Writing for the Media - News Value</td>
<td>15.00</td>
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</tbody>
</table>
Writing for the Media - The Tools
Print and Oral Communication
Writing for Public Relations - Online
Critical Thinking
Ethical Considerations

**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.

USQ Study Package CMS 5002

**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Private Study</td>
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**ASSESSMENT DETAILS**

<table>
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<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tbody>
<tr>
<td>ASSIGNMENT ONE</td>
<td>40.00</td>
<td>40.00</td>
<td>19 May 2006</td>
</tr>
<tr>
<td>ASSIGNMENT TWO</td>
<td>60.00</td>
<td>60.00</td>
<td>16 Jun 2006</td>
</tr>
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</table>

**NOTES**

1. This assessment item relates to Objectives 1, 2, 3 & 4.
2. This assessment item relates to Objectives 1, 2, 3 & 5.

**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 class attendance consists of one two-hour workshop 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:
To be assured of receiving a passing grade, a student must: (i) submit all of the summative assessment items; and (ii) achieve at least 50% of the available weighted marks for the summative assessment items.

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:
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

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) 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. (c) 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. (d) 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. (e) 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. (f) 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).