MDIA5023

Public Relations Strategy

Term Three // 2020

School of the Arts and Media // UNSW Arts and Social Sciences

Course Details

Credit Points 6

Summary of the Course

This course will provide you with a contemporary and critical understanding of the fundamental concepts and processes that underpin public relations strategies and campaigns. The course focuses on strategic communication planning, public relations research, the role of culture in public relations, issues and crisis communication, corporate social responsibility and ethics.

Course Learning Outcomes

1. Identify a range of approaches and debates about the nature, role and value of public relations
2. Identify and distinguish between strategic and tactical insights in the contexts of planning and campaign development
3. Apply communication and strategy concepts to campaign planning and prepare public relations communication texts and materials
4. Apply a range of essential takeaways from ethical public relations practice and corporate social responsibility

Teaching Strategies

This course will employ seminars to provide regular opportunities for productive dialogues and collaboration. Students will engage in strategy development and analysis, discuss contemporary scenarios, analyse case studies and develop communication texts. The learning process will emphasise ‘real world’ public relations problems, challenges and opportunities to assist students to relate theoretical concepts to the practice of public relations. Interactive and reflective teaching approaches will be prioritised along with conceptual frameworks and applied methods.

Assessment

More guidelines and support resources are available on Moodle.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Report	30%	18/10/2020 11:59 PM	1,2,3,4
Tutorial facilitation	20%	per seminar schedule	1,2
Campaign Critique	50%	22/11/2020 11:59 PM	1,2,3,4

Assessment Details

Assessment 1: Report

Start date:

Length: 1000 words

Details:

1000 word individual report.

Feedback via Turnitin.

Additional details:

More guidelines and support resources are available on Moodle.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 2: Tutorial facilitation

Start date:

Length: 10 mins per person in a group

Details:

Group assignment. 10 mins per person.

Feedback via Turnitin.

Additional details:

More guidelines and support resources are available on Moodle.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 3: Campaign Critique

Start date:

Length: 1500 words

Details:

1500 words.

Feedback via Turnitin.

Additional details:

More guidelines and support resources are available on Moodle.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

View class timetable

Timetable

Date	Type	Content
Week 1: 14 September - 18 September	Seminar	Introduction to Public Relations
Week 2: 21 September - 25 September	Seminar	Research in Public Relations
Week 3: 28 September - 2 October	Seminar	Public Relations, Communication Models and Persuasion

Resources

Prescribed Resources

Available on Moodle.

Recommended Resources

Available on Moodle.

Course Evaluation and Development

This course will undergo continual development, via feedback processes such as student surveys and collegial review. We therefore take your feedback very seriously. We will also collect informal feedback in the form of anonymous suggestions and comments throughout the course.

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the