UNSW Course Outline

MDIA3012 Public Relations in Practice - 2024

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General Course Information

Course Code : MDIA3012
Year : 2024
Term : Term 1
Teaching Period : T1
Is a multi-term course? : No
Faculty : Faculty of Arts, Design and Architecture
Academic Unit : School of the Arts and Media
Delivery Mode : Multimodal
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Undergraduate
Units of Credit : 6

Useful Links

Handbook Class Timetable

Course Details & Outcomes

Course Description

To make the leap from studying public relations to working as a professional you need practical experience designing and implementing communication strategies. This course gives you the chance to put public relations into practice in the not-for-profit sector. You will engage with a real-

world brief to identify and define a communication problem or obstacle for an organisation. You will research this problem, develop a strategic communication plan to solve it, and implement your plan. You will have the opportunity to develop strategic communication tactics related to advocacy, design, marketing, media content and online platforms in a real-life scenario. The practical skills you gain and the professional networks you develop during this course will augment your portfolio and CV, build your professional networks, and help you to shape your future career trajectory.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Demonstrate an understanding of the state of the not-for-profit sector in Australia
CLO2 : Research, create, and evaluate a strategic communication plan to solve a specific media and communication problem
CLO3 : Communicate and collaborate effectively in a public relations context

Course Learning Outcomes	Assessment Item
CLO1 : Demonstrate an understanding of the state of the not-for-profit sector in Australia	• Not-for-profit sector report • Communication Plan • Communication Project Portfolio • Individual Portfolio Contribution (Individual)
CLO2 : Research, create, and evaluate a strategic communication plan to solve a specific media and communication problem	• Communication Plan • Communication Project Portfolio • Individual Portfolio Contribution (Individual)
CLO3 : Communicate and collaborate effectively in a public relations context	• Not-for-profit sector report • Communication Plan • Communication Project Portfolio • Individual Portfolio Contribution (Individual)

Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams | Echo 360

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Not-for-profit sector report Assessment Format: Individual	30%	Due Date: 26/02/2024 10:00 AM
Communication Plan Assessment Format: Individual	30%	Due Date: 16/03/2024 10:00 AM
Communication Project Portfolio Assessment Format: Group	30%	Due Date: 13/04/2024 10:00 AM
Individual Portfolio Contribution (Individual) Assessment Format: Individual	10%	Due Date: Week 10: 15 April - 21 April

Assessment Details
Not-for-profit sector report

<u>Assessment Overview</u>

You will undertake a detailed report on the not-for-profit (NFP) sector in Australia, with a focus on the sub-sector aligned with your chosen NFP client.

1000 words

Feedback via LMS.

<u>Course Learning Outcomes</u>

- CLO1 : Demonstrate an understanding of the state of the not-for-profit sector in Australia
- CLO3 : Communicate and collaborate effectively in a public relations context

<u>Detailed Assessment Description</u>

Individual mark

<u>Assessment Length</u>

1000 words

<u>Assignment submission Turnitin type</u>

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

Communication Plan

Assessment Overview

You will produce an initial communication plan based on client briefing and meetings, as well as in-class activities and research.

1000 words

Formative feedback in tutorials; summative feedback via LMS.

Course Learning Outcomes

- CLO1 : Demonstrate an understanding of the state of the not-for-profit sector in Australia
- CLO2 : Research, create, and evaluate a strategic communication plan to solve a specific media and communication problem
- CLO3 : Communicate and collaborate effectively in a public relations context

Detailed Assessment Description

Individual assessment

Assessment information

Students will have to show familiarity with the content from at least one Virtual Practice Room.

Assignment submission Turnitin type

This is not a Turnitin assignment

Communication Project Portfolio

Assessment Overview

You will work in groups over most of the term to develop a detailed portfolio of communications planning, initiatives, and work.

3000 words or equivalent.

Formative feedback in tutorials; summative feedback via LMS.

Course Learning Outcomes

- CLO1 : Demonstrate an understanding of the state of the not-for-profit sector in Australia
- CLO2 : Research, create, and evaluate a strategic communication plan to solve a specific media and communication problem
- CLO3 : Communicate and collaborate effectively in a public relations context

Detailed Assessment Description

Group mark

Assignment submission Turnitin type

This is not a Turnitin assignment

Individual Portfolio Contribution (Individual)

Assessment Overview

Reflective task based on individual contribution to group work.

500 words or equivalent.

Feedback via LMS.

Course Learning Outcomes

- CLO1 : Demonstrate an understanding of the state of the not-for-profit sector in Australia
- CLO2 : Research, create, and evaluate a strategic communication plan to solve a specific media and communication problem
- CLO3 : Communicate and collaborate effectively in a public relations context

Detailed Assessment Description

Oral presentation with slides in tutorial

General Assessment Information

Grading Basis

Standard

Requirements to pass course

Students must attempt each assessment with the exception of Assessment Four. Absence or failure to present will mean a mark of zero.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	PLEASE SEE FULL SCHEDULE OF THE COURSE ON MOODLE. Essential lecture as guest speaker will join your convenor to share knowledge vital for Assessment One.
	Tutorial	Compulsory tutorial to discuss the briefs available to students and for groups to be set.
Week 2 : 19 February - 25 February	Online Activity	
	Group Activity	See Moodle for details. Students meet with their not-for-profit client.
Week 3 : 26 February - 3 March	Lecture	Learn about video creation as a guest joins your convenor in the lecture in person.
	Tutorial	Compulsory 10-minute report back in tutorials and other group work on communication plan and strategy for asset creation.
Week 4 : 4 March - 10 March	Tutorial	Workshop to continue content creation with your group. See real-life examples of organisation Communication Plans.
	Lecture	Learn from a not-for-profit strategist who joins your convenor in the lecture.
Week 5 : 11 March - 17 March	Lecture	A guest joins your convenor to discuss working at the coalface in the not-for-profit sector.
	Tutorial	Workshop to continue content creation. Feedback from tutor.
Week 6 : 18 March - 24 March	Other	Reading week - no lecture or classroom activity.
	Other	Reading week - no tutorial.
Week 7 : 25 March - 31 March	Other	No lecture - time used for compulsory 30-minute group presentation to tutor. See Moodle to book a time.
	Tutorial	Book a compulsory 30-minute group time to discuss your presentation to your client with your tutor. Group work in the tute or online if you made this appointment for the following week.
Week 8 : 1 April - 7 April	Other	No lecture - time used for compulsory 30-minute group presentation to tutor. See Moodle to book a time.
	Tutorial	Book a compulsory 30-minute group time to discuss your presentation to your client with your tutor. Group work in the tute or online if you made this appointment for the previous week.
Week 9 : 8 April - 14 April	Tutorial	Group workshops to respond to client feedback.
	Other	Email convenor if you want an appointment.
Week 10 : 15 April - 21 April	Other	No lecture
	Tutorial	Oral presentations with visuals for Assessment Four. See Moodle for details.

Attendance Requirements

Due to Group assignment, we do not accept late enrolment for this course. You must attend week one tutorials to be allocated a group.

General Schedule Information

PLEASE SEE FULL SCHEDULE OF THE COURSE ON MOODLE.

Course Resources

Prescribed Resources

Not available

Recommended Resources

Not available

Course Evaluation and Development

For final course evaluation, students will receive a link to the MyExperience survey towards the end of the term.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Jane Southward				Email for appointment	Yes	Yes
Tutor	John Burfitt					No	No

Other Useful Information

Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

Please see: https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines for essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

Academic Honesty and Plagarism

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 source or using quotation marks. This includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.
- Collusion: Working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student for the purpose of them plagiarising, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.
- Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.
- Duplication ("self-plagiarism"): Submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. One of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items. UNSW Library has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW, but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your

needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

[Use of AI for assessments | UNSW Current Students](#)

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, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request Special Consideration as early as possible before the deadline. Support with Time Management is available here.

School Contact Information

School of the Arts and Media

Location: Room 312, Level 3 Robert Webster Building

Opening Hours: Monday -Friday, 9am - 5 pm

Email: sam@unsw.edu.au

Phone: +612 9385 4856

web: https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media