UNSW Course Outline

MDIA5023 Public Relations Theory and Practice - 2024

Published on the 28 Jan 2024

General Course Information

Course Code : MDIA5023
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 : In Person
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Postgraduate
Units of Credit : 6

Useful Links

Handbook Class Timetable

Course Details & Outcomes

Course Description

This course introduces you to the art of public relations. It emphasises not only the place of
public relations in history and culture, but provides you with a contemporary and critical
understanding of the fundamental concepts and processes that underpin public relations

strategies and tactics. Through case studies and theoretical engagement, you will learn how to formulate strategies and tactics to engage target publics in response to a range of public relations issues in various cultural and commercial environments. You will also learn to apply theoretical understandings to the critical evaluation of public relations campaigns. This course will provide a solid foundation for further study while developing your critical and reflective learning capacities.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Conceptualise and articulate the significance and functions of public relations practice in organisational settings and in broader society
CLO2 : Explain key concepts and processes that underpin public relations practice
CLO3 : Develop effective strategies and tactics in response to public relations issues
CLO4 : Apply theoretical understandings to the critical evaluation of public relations practices

Course Learning Outcomes	Assessment Item
CLO1 : Conceptualise and articulate the significance and functions of public relations practice in organisational settings and in broader society	• Essay • Presentation • Campaign critique
CLO2 : Explain key concepts and processes that underpin public relations practice	• Essay • Campaign critique
CLO3 : Develop effective strategies and tactics in response to public relations issues	• Presentation • Campaign critique
CLO4 : Apply theoretical understandings to the critical evaluation of public relations practices	• Presentation • Campaign critique

Learning and Teaching Technologies

Moodle - Learning Management System

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Essay Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 17/03/2024 11:59 PM
Presentation Assessment Format: Group	20%	Start Date: per weekly schedule Due Date: per weekly schedule
Campaign critique Assessment Format: Individual	50%	Start Date: Not Applicable Due Date: 21/04/2024 11:59 PM

Assessment Details

Essay

<u>Assessment Overview</u>

Individual

1000 words.

Students develop a short essay in relation to key topics discussed in the course

30-percent

Feedback via LMS.

<u>Course Learning Outcomes</u>

- CLO1 : Conceptualise and articulate the significance and functions of public relations practice in organisational settings and in broader society
- CLO2 : Explain key concepts and processes that underpin public relations practice

<u>Detailed Assessment Description</u>

More guidelines and support resources are available on Moodle.

<u>Assessment Length</u>

1000 words

<u>Submission notes</u>

File type: word document

<u>Assessment information</u>

More guidelines and support resources are available on Moodle.

Assignment submission Turnitin type

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

Presentation

Assessment Overview

10-minutes per person, in a group.

Students perform a tutorial facilitation on weekly topics

20-percent

Feedback via LMS

Course Learning Outcomes

- CLO1 : Conceptualise and articulate the significance and functions of public relations practice in organisational settings and in broader society
- CLO3 : Develop effective strategies and tactics in response to public relations issues
- CLO4 : Apply theoretical understandings to the critical evaluation of public relations practices

Detailed Assessment Description

More guidelines and support resources are availalbe on Moodle.

Assessment Length

10-minutes per person

Submission notes

All group members need to submit the team slides. File type: Powerpoint presentation

Assessment information

More guidelines and support resources are available on Moodle.

Assignment submission Turnitin type

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

Campaign critique

Assessment Overview

Individual

1500 words

Students develop a critical analysis of a PR campaign

50-percent

Feedback via LMS.

Course Learning Outcomes

- CLO1 : Conceptualise and articulate the significance and functions of public relations practice in organisational settings and in broader society
- CLO2 : Explain key concepts and processes that underpin public relations practice
- CLO3 : Develop effective strategies and tactics in response to public relations issues
- CLO4 : Apply theoretical understandings to the critical evaluation of public relations practices

Detailed Assessment Description

More guidelines and support resources are available on Moodle.

Assessment Length

1500 words

Submission notes

File type: word document

Assessment information

More guidelines and support resources are available on Moodle.

Assignment submission Turnitin type

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

General Assessment Information

More guidelines and support resources are available on Moodle.

Grading Basis

Standard

Requirements to pass course

Achieve a composite mark of at least 50 out of 100.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Topic	Course Overview and Intro
Week 2 : 19 February - 25 February	Topic	Research for Strategic Planning
Week 3 : 26 February - 3 March	Topic	Public Opinion and Communication Models
Week 4 : 4 March - 10 March	Topic	Cultural Approach to Public Relations
Week 5 : 11 March - 17 March	Topic	Participatory Culture
Week 6 : 18 March - 24 March	Topic	Break week :)
Week 7 : 25 March - 31 March	Topic	PR in the Digital Age
Week 8 : 1 April - 7 April	Topic	Corporate Social Responsibility
Week 9 : 8 April - 14 April	Topic	Issues and Crisis Communication
Week 10 : 15 April - 21 April	Topic	PR Evaluation

Attendance Requirements

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

General Schedule Information

More guidelines and support resources are availalbe on Moodle.

Course Resources

Prescribed Resources

Available on Moodle.

Recommended Resources

Available on Moodle.

Additional Costs

N/A

Course Evaluation and Development

Your feedback is essential to the continual improvement of the course. In addition to the end-of-term MyExperience surveys, you are welcome to provide feedback through informal discussion or via email to me. Previous student feedback about the course readings has been taken into consideration in this version of the course.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Jing Zhao		Webster 231D / online	93858066	Thursday 16:00-17:00	Yes	Yes

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 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 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