

Course Outline

School / Portfolio: Faculty of Education and Arts

Course Title: PUBLIC RELATIONS THEORY, PRINCIPLES AND PRACTICE

Course ID: ATSGC1897

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 100703

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	✓	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Appraise the rise of public relations as a prevalent contemporary phenomenon
- K2.** Identify and analyse the contentious issues, challenges, and debates surrounding the public relations industry in commercial, political, and community settings
- K3.** Examine best practice approaches to public relations activity

Skills:

- S1.** Analyse cases in a range of social and organizational contexts
- S2.** Utilise evidence from case histories and theory to develop and design appropriate public relation packages
- S3.** Summarise the principles of best practice, with particular emphasis on professional ethics, in a range of organizational settings and circumstances

Application of knowledge and skills:

- A1.** Identify campaign management and crisis management principles, drawing on knowledge of communications theory, public relations principles, and case histories
- A2.** Utilise traditional and digital media in researching public relations activities
- A3.** Apply evaluation techniques to ascertain outcomes of PR campaigns, and devise creative and individual approaches and responses within a public relations framework

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Course Content:

Topics may include:

- The meaning and scope of public relations
- The state of the industry
- Contemporary practices across three main areas: government, corporate, and community
- Research for campaign planning
- Audience identification
- The process, structure, and evaluation of PR campaigns
- Communication measurement
- Professional ethics and publishing law
- Managing competition and conflict
- Events and promotions
- Managing media and utilising social media

Values and Graduate Attributes:

Values:

- V1.** Appreciate the critical role of public relations in contemporary settings
- V2.** Appreciate the diversity of the public relations industry in pluralistic societies

Graduate Attributes:

Attribute	Brief Description	Focus
Continuous Learning	Students develop skills applicable to a range of workplaces, including a sense of audience and skills in public communication	High
Self Reliance	Students apply creativity and independence in the practical components of the course and also engage in independent research	Medium
Engaged Citizenship	Students interact with individuals and organisations in the practical tasks required for this course.	Medium

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Attribute	Brief Description	Focus
Social Responsibility	Students develop an understanding of the importance of professional ethics	Medium

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2 S1, S2 A1	Students keep a journal of weekly readings and make short online posts from their journal to contribute to discussion	Journal	20-35 %
K3 S1, S3 A1, A2	Students select a real-world PR campaign and provide an analysis of its effectiveness, based on their understanding of the theory.	Case study analysis and critique	30-45 %
K1, K2, K3 S2, S3 A1, A3	Comprehension of course content: critical analysis of debates and issues; demonstration of the craft of PR writing; application of literacy skills.	Examination	30-40 %

Adopted Reference Style:

APA