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:

<table>
<thead>
<tr>
<th>AQF Level of Program</th>
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<tbody>
<tr>
<td>5</td>
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<tr>
<td>-----------------------</td>
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<tr>
<td>Introductory</td>
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<tr>
<td>Intermediate</td>
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<tr>
<td>Advanced</td>
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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
Course Outline
ATSGC1897 PUBLIC RELATIONS THEORY, PRINCIPLES AND PRACTICE

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:

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Brief Description</th>
<th>Focus</th>
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</thead>
<tbody>
<tr>
<td>Continuous Learning</td>
<td>Students develop skills applicable to a range of workplaces, including a sense of audience and skills in public communication</td>
<td>High</td>
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<tr>
<td>Self Reliance</td>
<td>Students apply creativity and independence in the practical components of the course and also engage in independent research</td>
<td>Medium</td>
</tr>
<tr>
<td>Engaged Citizenship</td>
<td>Students interact with individuals and organisations in the practical tasks required for this course.</td>
<td>Medium</td>
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<tr>
<td>Social Responsibility</td>
<td>Students develop an understanding of the importance of professional ethics</td>
<td>Medium</td>
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Learning Task and Assessment:

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

APA