

Course Outline

School / Portfolio: Faculty of Education and Arts

Course Title: SOCIAL MEDIA AND ONLINE PUBLIC RELATIONS

Course ID: ATSGC2918

Credit Points: 15.00

Prerequisite(s): (ATSGC1897)

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 contribution of online media forms to public relations activity
- K2.** Identify issues and risks arising from the use of social media in global and local contexts
- K3.** Investigate ways of maximizing social media platforms for communication with target publics at various stages of a public relations campaign

Skills:

- S1.** Research the history, benefits, and challenges of social media in an organizational setting
- S2.** Articulate informed views about the contribution of new and emerging technologies to the process of communication with audiences
- S3.** Design social media campaigns to reflect organizational requirements

Application of knowledge and skills:

- A1.** Reflect on the national and international implications of social media as a form of organizational communication to achieve stated objectives
- A2.** Recognise the cultural, historical, corporate, legal, and social frameworks at play in a range of public relations settings
- A3.** Utilise available technologies to create public relations strategies with realistic objectives

Course Content:

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Topics may include:

- Content curation
- Web writing
- Social networking best practice
- Campaign planning
- Media relations
- Reputations online
- Monitoring and evaluation
- Politics of social media
- Internal communications

Values and Graduate Attributes:

Values:

- V1.** Appreciate the impact and possibilities of creative forms of online communication in an increasingly global setting
- V2.** Respect cultural diversity and the sensitivity of public communication in government, corporate, and community campaigns

Graduate Attributes:

Attribute	Brief Description	Focus
Continuous Learning	Students develop online skills and communications methods in an increasingly computer-generated world	High
Self Reliance	Students develop skills in independent research and analysis	High
Engaged Citizenship	Students engage with the ideas and perspectives of scholars and organisational stakeholders in relation to the use of social media in the public relations industry	Medium
Social Responsibility	Students develop their understanding of the law and codes of ethics in public communication	Medium

Learning Task and Assessment:

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Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2 S1, S2 A1, A2	Online writing task: three blog posts on aspects of the theory, method, and practice of social media campaigns	Blog posts	10-20%
K3 S3 A3	Students prepare a social media campaign for an organisation, with various written components including media release	Campaign proposal	30-45%
K1, K2 S1, S2 A1, A2	Examination tests understanding of the course content and includes essay style answers and writing techniques	Exam	40-55%

Adopted Reference Style:

APA