

Course Outline

School / Portfolio: Faculty of Education and Arts

Course Title: PUBLIC RELATIONS WRITING

Course ID: ATSGC2991

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.** Examine approaches to public relations writing
- K2.** Recognise key points of communications theory applicable to public relations activities for particular audiences and particular campaigns
- K3.** Review the effectiveness, the benefits, and the potential risks in public relations communication

Skills:

- S1.** Demonstrate key points of language and usage in public relations writing
- S2.** Evaluate objectives applicable to media documents as components of overall PR strategies to achieve clients' purposes
- S3.** Draw upon the theory of public relations to summarise relevant key themes, issues and debates in the communication process applicable to public relations activities

Application of knowledge and skills:

- A1.** Apply the craft of public relations language and style to achieve stated objectives
- A2.** Design media documents reflecting competency in the written word for targeted media outlets and publics
- A3.** Utilise insights to the methods and practices of professional public relations activity

Course Content:

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ATSGC2991 PUBLIC RELATIONS WRITING

Topics may include:

- approaches to public relations writing
- communications theory for public relations
- communications approaches for diverse audiences
- approaches to public campaigns
- assessing effectiveness and risks in public relations communication
- issues in language use for public relations writing
- creating PR strategies
- managing clients' purposes and communications objectives
- public relations theory
- debates in public relations practices
- methods and practices of professional public relations activity

Values and Graduate Attributes:

Values:

- V1.** Develop an understanding of professional obligations
- V2.** Appreciate the pervasiveness and power of the public relations industry in contemporary times
- V3.** Develop ethical professional communications practices

Graduate Attributes:

Attribute	Brief Description	Focus
Continuous Learning	Students develop ability to identify and understand the roles and significance of public relations activity	High
Self Reliance	Students develop skills in independent research and analysis	Medium
Engaged Citizenship	Students engage critically with the policies and processes of major institutions to develop sensitivities and insights to the media and public relations professions	Medium
Social Responsibility	Students develop their understanding of codes of ethics in the publishing industries	Medium

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Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2 S2, S3 A3	Students research an essay on key aspects of communications theory applicable to public relations	Essay	15-30%
K2 S1, S2 A1, A2	Students prepare a media kit comprising media release and other written items in media style, to reach audiences through mainstream media outlets	Media kit	25-40%
K2, K3 S1, S3 A3	Examination tests understanding of communications theory applicable to PR writing, understanding of the role of PR activity in organisations, and the craft of PR writing as a nonfiction genre	Exam	40-50%

Adopted Reference Style:

APA