Course Outline

School / Portfolio: Faculty of Education and Arts
Course Title: PUBLIC RELATIONS CAMPAIGNS
Course ID: ATSGC3838
Credit Points: 15.00
Prerequisite(s): (Two Intermediate Level Courses in PR)
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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</thead>
<tbody>
<tr>
<td>5</td>
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<tr>
<td>Level</td>
</tr>
<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 contemporary approaches to campaign management
K2. Identify issues arising from public relations engagement with the public to achieve outcomes for a client
K3. Examine the impacts of communication strategies on organisations and on the public

Skills:

S1. Research the arguments surrounding public relations activity
    Articulate informed views about theoretical and practical approaches to campaigns on behalf of government, corporate, and community organisations, and make links between the theory and practice
S2. Evaluate the effectiveness of the written and audio visual content of campaigns

Application of knowledge and skills:

A1. Apply appropriate communication methods and critical perspectives to a PR campaign
A2. Recognise the cultural, historical, corporate, legal, and social frameworks at play in a range of public relations settings and for particular audiences.
A3. Creatively design a campaign reflecting industry standards

Course Content:
Course Outline

ATSGC3838 PUBLIC RELATIONS CAMPAIGNS

Topics may include:

- Research methodology
- Goals, objectives, target publics
- Evaluation methods
- Branding
- Crises and negative outcomes
- Government information campaigns
- Election and political campaigns
- Global campaigns
- Activism
- Integrity and ethics

Values and Graduate Attributes:

Values:

V1. Develop an understanding of the scope and impact of public relations campaigning in organisations and their social, economic, and political impacts

V2. Respect the diversity of responses public relations campaigns generate across a range of cultural and social environments

Graduate Attributes:

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Brief Description</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continuous Learning</td>
<td>Students develop communication skills, a sense of audience, and sensibilities in public communication, using print, audio-video, and online-platforms</td>
<td>High</td>
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<tr>
<td>Self Reliance</td>
<td>Students conduct independent research to enhance their understanding of relevant theoretical concepts, and they carry out independent fieldwork.</td>
<td>High</td>
</tr>
<tr>
<td>Engaged Citizenship</td>
<td>Students engage critically with various industry perspectives and positions and in the process tease out tensions between those industry perspectives and wider public views about public relations activity</td>
<td>Medium</td>
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<td>Social Responsibility</td>
<td>Students gain an understanding of the ethical considerations in professional public relations workplaces</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 A2</td>
<td>Students research and analyse past campaigns, demonstrating a knowledge of the key theoretical frameworks and drawing informed conclusions about the effectiveness of various strategies</td>
<td>Essay</td>
<td>10-30%</td>
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<tr>
<td>K3 S3, A1, A3</td>
<td>Students design a campaign for a given organisation, demonstrating knowledge of the planning stages and writing techniques. Key tasks include setting objectives, creating strategies, identifying target audiences, selecting communications approaches, and evaluating outcomes.</td>
<td>Campaign plan</td>
<td>30-40%</td>
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<tr>
<td>K1, K2 S1, S2 A2</td>
<td>Examination tests writing techniques, and understanding of communications theory and key terms, and ability to apply design strategies</td>
<td>Examination</td>
<td>40-50%</td>
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### Adopted Reference Style:

APA