

# 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:**

AQF Level of Program						
	5	6	7	8	9	10
<b>Level</b>						
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

**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
- S2.** government, corporate, and community organisations, and make links between the theory and practice
- S3.** 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:**

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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:

Attribute	Brief Description	Focus
Continuous Learning	Students develop communication skills, a sense of audience, and sensibilities in public communication, using print, audio-video, and online -platforms	High
Self Reliance	Students conduct independent research to enhance their understanding of relevant theoretical concepts, and they carry out independent fieldwork.	High
Engaged Citizenship	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	Medium

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Attribute	Brief Description	Focus
Social Responsibility	Students gain an understanding of the ethical considerations in professional public relations workplaces	Medium

## Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2 S1, S2 A2	Students research and analyse past campaigns, demonstrating a knowledge of the key theoretical frameworks and drawing informed conclusions about the effectiveness of various strategies	Essay	10-30%
K3 S3, A1, A3	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.	Campaign plan	30-40%
K1, K2 S1, S2 A2	Examination tests writing techniques, and understanding of communications theory and key terms, and ability to apply design strategies	Examination	40-50%

## Adopted Reference Style:

APA