Course Outline (Higher Education)

School / Faculty: Faculty of Education and Arts
Course Title: PUBLIC RELATIONS WRITING
Course ID: LITCR2991
Credit Points: 15.00
Prerequisite(s): Nil
Co-requisite(s): Nil
Exclusion(s): (ATSGC2991)
ASCED Code: 100703
Grading Scheme: Graded (HD, D, C, etc.)

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. 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

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
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LITCR2991 PUBLIC RELATIONS WRITING

Course Content:
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:

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

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, S2, S3, A3</td>
<td>Students research an essay on key aspects of communications theory applicable to public relations</td>
<td>Essay</td>
<td>15-30%</td>
</tr>
<tr>
<td>K2, S1, S2, A1, A2</td>
<td>Students prepare a media kit comprising media release and other written items in media style, to reach audiences through mainstream media outlets</td>
<td>Media kit</td>
<td>25-40%</td>
</tr>
<tr>
<td>K2, K3, S1, S3, A3</td>
<td>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</td>
<td>Exam</td>
<td>40-50%</td>
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Adopted Reference Style:

APA