



COMM11110 *Introduction to Public Relations*

Term 1 - 2017

Profile information current as at 30/04/2024 10:54 pm

All details in this unit profile for COMM11110 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

Introduction to Public Relations will provide you with an overview of the public relations industry. You will learn how to develop an ethical and professional public relations campaign; including identifying publics, and developing realistic goals, objectives, strategies and tactics. You will also learn how to research, monitor and evaluate public relations strategies through an analysis of public relations case studies. This unit is a prerequisite for COMM12108 Advanced Public Relations.

Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2017

- Cairns
- Distance
- Melbourne
- Rockhampton
- Townsville

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Written Assessment**

Weighting: 45%

2. **Written Assessment**

Weighting: 55%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student evaluation

Feedback

Unit content is relevant and practical and easily applicable to the workplace.

Recommendation

The unit will continue to provide practical and relevant content linked to industry activities.

Feedback from Student evaluation.

Feedback

A greater scaffolding of tasks to aid in the final assessment would be helpful.

Recommendation

Changes will be incorporated within the unit to improve both formative and summative learning.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Define public relations and discuss the historical development of public relations and the evolution of public relations tasks.
2. Illustrate the ethical implications of decisions, actions and outcomes to reflect the professionalism of the industry.
3. Describe and identify the primary features of a public relations campaign.
4. Identify methods of evaluation used within a public relations context.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Written Assessment - 45%	•	•	•	•
2 - Written Assessment - 55%	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication		•	•	•

Graduate Attributes	Learning Outcomes			
	1	2	3	4
2 - Problem Solving	•		•	•
3 - Critical Thinking	•	•	•	•
4 - Information Literacy	•		•	•
5 - Team Work			•	•
6 - Information Technology Competence	•	•	•	•
7 - Cross Cultural Competence				
8 - Ethical practice		•	•	•
9 - Social Innovation				
10 - Aboriginal and Torres Strait Islander Cultures				

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Written Assessment - 45%	•	•	•	•		•		•		
2 - Written Assessment - 55%	•	•	•	•		•				

Textbooks and Resources

Textbooks

COMM11110

Prescribed

THINK Public Relations

Edition: 2nd (2013)

Authors: Denis Wilcox, Glen Cameron, Bryan Reber, Jae-Hwa Shin

Pearson Education Inc.

New York , New York , USA

ISBN: 9780205857258

Binding: Paperback

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Tris Kerslake Unit Coordinator

t.kerslake@cqu.edu.au

Schedule

Week 1 - 06 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Public Relations. This course examines the nature of public relations (PR), its functions, processes and publics, and its increasing criticality in the development of communications, events and crisis management.	Wilcox, Cameron, Reber and Shin (2014) Chapter 1, <i>What is Public Relations?</i> (pp.3-20). Wilcox, Cameron, Reber and Shin (2014) Chapter 2, <i>Careers in Public Relations</i> , (pp. 25-39).	Access the course text via electronic link on the Moodle website: Wilcox D., Cameron G., Reber B. and Shin J. (2014) <i>THINK Public Relations</i> , Pearson, New Jersey.

Week 2 - 13 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
PR Beginnings - The Profession. There have been different forms of influence on public matters dating back for thousands of years. This week we consider the history of public relations and the pioneers of communications management.	Wilcox, Cameron, Reber and Shin (2014) Chapter 3, <i>The Growth of a Profession</i> (pp. 43-63). Wilcox, Cameron, Reber and Shin (2014) Chapter 4, <i>Today's Practice</i> (pp. 69-86).	Quiz 1

Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
The PR Campaign - Planning. The fundamental task in implementing a successful campaign is planning. We begin to consider the eight basic elements of the PR plan.	Wilcox, Cameron, Reber and Shin (2014) Chapter 5, <i>Research and Campaign Planning</i> (pp. 89-111).	Quiz 2

Week 4 - 27 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
The PR Campaign - Implementation Implementing any PR campaign is a complex and exacting process. This week we examine the pivotal roles of communication management and addressing your chosen audience.	Wilcox, Cameron, Reber and Shin (2014) Chapter 6, <i>Communication and measurement</i> (pp. 115-126) Wilcox, Cameron, Reber and Shin (2014) Chapter 10, <i>Reaching Diverse Audiences</i> (pp.205-222).	

Week 5 - 03 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
The PR Campaign - Implementation 2 Following through on communications management requires a planned strategy in order to spread your key messages; is the message reaching the desired public?	Wilcox, Cameron, Reber and Shin (2014) Chapter 12, <i>The Internet and Social Media</i> (pp. 245-262).	Quiz 3

Vacation Week - 10 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
BREAK WEEK		

Week 6 - 17 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
The PR Campaign - Logistics. How does the effective management of logistics add to the planning and implementation of a successful event? This week we examine how numbers have an impact on everything from objectives to evaluation.	Wilcox, Cameron, Reber and Shin (2014) Chapter 13, <i>Events and Promotions</i> (pp. 267-284).	

Week 7 - 24 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
The PR Campaign - Monitoring & Evaluation Dealing with the critical fourth step of the PR campaign is the measurement of the effectiveness of the work you have done, both during <i>and</i> after the campaign is being implemented.	Wilcox, Cameron, Reber and Shin (2014) Chapter 6, <i>Communication and Measurement</i> (pp. 127-135).	Quiz 4

Week 8 - 01 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
PR Issues - Persuasion This week we consider public opinion and the great power it wields over corporate PR. We look at <i>Greenwashing</i> , persuasive communication and opinion leaders as catalysts.	Wilcox, Cameron, Reber and Shin (2014) Chapter 7, <i>Public Opinion and Persuasion</i> (pp.137-148).	Workbook Exercises Due: Week 8 Friday (5 May 2017) 6:00 pm AEST

Week 9 - 08 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
PR Issues - Using conflict in PR. Is it ethical for a PR campaign to provoke and/or use public contention as a strategy? Is the strategic management of competition or conflict in anyone's best interest?	Wilcox, Cameron, Reber and Shin (2014) Chapter 8, <i>Managing Competition and Conflict</i> (pp.163-178.)	Quiz 5

Week 10 - 15 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
PR Issues - Ethics & Legal responsibility Where is the line drawn between ethical and non-ethical activities and behaviour? This week we examine the practicalities of ethics and the PRIA code for practitioners in Australia.	Wilcox, Cameron, Reber and Shin (2014) Chapter 9, <i>Ethics and the Law</i> (pp.181-186). <i>Public Relations Institute of Australia Code of Ethics.</i>	Quiz 6

Week 11 - 22 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
PR Campaign Types. An overview of different types of PR campaign, including Promotions, Global and Corporate events, Sport, Tourism, Public service and Non-profit campaigns.	Wilcox, Cameron, Reber and Shin (2014) Chapters 13 - 18.	

Week 12 - 29 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Review. We review the key elements of a successful PR campaign.		Campaign Case Study (Plan and Exegesis) Due: Week 12 Friday (2 June 2017) 6:00 pm AEST

Review/Exam Week - 05 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 12 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Workbook Exercises

Assessment Type

Written Assessment

Task Description

5 Workbook Exercises (5 x 9 marks = 45 marks total)

- You are required to complete the series of five compulsory exercises provided on the Moodle website. All five exercises must be attempted in order to successfully pass this assignment.
- Each exercise must be referenced with at least two formal sources in the APA format.
- You will upload any two of your completed exercises to the relevant Assignment Discussion Forum for group critique.
- The completed exercises in this assignment will form the basis of your final assignment (*Campaign Report and Essay*).
- All five of these exercises will be submitted via Moodle as a single document with the Marking Criteria sheet attached at the end.

NOTE: While not compulsory, it is expected that each student will review and provide feedback on at least three other student exercises in the Assignment Discussion Forum.

Further information about this assignment is available on the Moodle website.

Assessment Due Date

Week 8 Friday (5 May 2017) 6:00 pm AEST

A single Word document containing all the exercises and the Marking Criteria sheet should be uploaded to Moodle by or before the deadline.

Return Date to Students

Week 10 Friday (19 May 2017)

Marks and feedback will normally be returned within two weeks of assignment submission

Weighting

45%

Assessment Criteria

The assessment criteria is in the form of a matrix, which is available on the Moodle website. Marks are awarded for appropriate completion of each exercise; attention to requirements of the task, and presentation, referencing, spelling and grammar. For a copy of the matrix, go to the Moodle website and read each criterion carefully.

If there is anything you do not fully understand about the marking criteria, please speak to your Tutor or the Unit Co-ordinator.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Submission must be in the form of a single document.

Learning Outcomes Assessed

- Define public relations and discuss the historical development of public relations and the evolution of public relations tasks.
- Illustrate the ethical implications of decisions, actions and outcomes to reflect the professionalism of the industry.
- Describe and identify the primary features of a public relations campaign.
- Identify methods of evaluation used within a public relations context.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Ethical practice

2 Campaign Case Study (Plan and Exegesis)

Assessment Type

Written Assessment

Task Description

Campaign Case Study (55 marks)

(Planning Report: 2000 words and Justification Essay: 1000 words)

- From the real-life public relations case provided for you, develop a campaign based on the format, strategies and tactics reviewed and discussed during the term. (**Note:** This document is something that could potentially be submitted to the organisation under discussion as a real PR plan).
- Produce a report detailing the various elements of your planned campaign (Part A) following which, you will produce an exegesis (justification) essay (Part B) explaining why you have planned your campaign in the way that you have (explaining why you have chosen the target publics, strategies, etc.).
- Each of the five exercises you completed for Assessment #1 Workbook may be used or incorporated in this final assignment. It is anticipated you will undertake additional work on each of the exercises in order to meet the broader requirements of a formal campaign plan.
- This assignment will be produced as a single Word document which will contain both sections A & B. You will also attach the Marking Criteria sheet at the end of the document before submitting to Moodle. Total file size for Part A and Part B (combined) is not to exceed 10mb.

NOTE: This assessment is in two parts (A & B) and students are required to respond to both parts.

PART A CAMPAIGN PLAN REPORT 1,900 - 2,100 words (40 marks)

Using the case study provided on Moodle, produce a Public Relations campaign planning report for submission to the Chief Executive Officer of the organisation.

Present your report in a professional manner using the following headings:

Title page (Report title; Name of organisation; Date; Your name, Student ID; Unit name; Name of Tutor, Term, Year)
then:

- Table of Contents
- Situation analysis (**report wordcount starts at the beginning of this section**)
- Goal and Objectives of the Campaign
- Target publics
- Strategies and Tactics
- Calendar or timetable (as a Gantt Chart)
- Budget (as a table)
- Measurement and Evaluation
- Conclusion (**report wordcount finishes at end of this section**)
- References

NOTE: Graphs/tables/images may be more helpful in some sections than writing.

Part B JUSTIFICATION ESSAY 950 words - 1,050 words (15 marks)

Explain and justify your campaign planning report in a formal academic essay. Further research about the organisation (or similar organisations) may be required. Your essay is to be completed in an appropriate format (including an introduction and conclusion). Minimal headings may be used.

The following aspects must be incorporated into your response:

- Explain how the campaign can be classified as Public Relations.
- What were the issues that your campaign was attempting to address?
- Explain your identified goal(s), objectives, strategies, tactics, target publics, timing and budget. For example, strategies may have been selected in order to reach a specific target public or to coincide with a national event.
- What problems might arise during the implementation of your plan? For example the key message may not be consistent across strategies, or the strategies may not reach your target public. Perhaps a potential issue might arise that would not be addressed in the campaign.
- It is expected that further research will be undertaken on the campaign through online searches (including websites, YouTube, blogs and social media) and in academic journals or the library. Pay particular attention to the credibility of any references used in the report. Ensure that the credibility of the references can be justified. What is the source of your research? Can it be trusted? How do you know? Only credible information is to be used for this assessment.

A detailed reference list is required in APA style.

The word count for this section is deliberately challenging. It will be hard to condense your thoughts into 1,000 words. You will have to think about what you write very carefully in order to meet the word count requirements. You may have to be selective in how you justify your campaign plan, rather than trying to cover everything.

Further details about this assignment are available on the Moodle website.

Assessment Due Date

Week 12 Friday (2 June 2017) 6:00 pm AEST

Online submission of a written assignment in two parts in week 12.

Return Date to Students

Exam Week Friday (16 June 2017)

Marks and feedback will normally be returned within two weeks of assignment submission

Weighting

55%

Assessment Criteria

The assessment criteria for the campaign case study is in the form of a matrix, which is available on Moodle. Marks are awarded for understanding of public relations, campaign issues, target publics, campaign strategies, structure, research, attention to requirements of the task, and presentation, spelling and grammar. For a copy of the matrix, go to Moodle. If you have any difficulty understanding the marking criteria, please discuss your concerns with your Tutor.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Submit assignment online via Turnitin

Learning Outcomes Assessed

- Define public relations and discuss the historical development of public relations and the evolution of public relations tasks.
- Illustrate the ethical implications of decisions, actions and outcomes to reflect the professionalism of the industry.
- Describe and identify the primary features of a public relations campaign.
- Identify methods of evaluation used within a public relations context.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem