



# COMM11110 *Introduction to Public Relations*

## Term 1 - 2018

Profile information current as at 10/04/2024 11:13 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 - 2018

- Cairns
- Distance
- Perth
- 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**

Assessment items were difficult to grasp by some students.

**Recommendation**

It is recommended that the final assignment (Campaign project) will be supported by Assignment 1 (draft).

#### Feedback from Student evaluations; Professional communication planning day, December 2017.

**Feedback**

Assessment items need to be more strongly aligned with learning outcomes.

**Recommendation**

It is recommended that formative assessments align with the final assessment items.

#### Feedback from Student evaluation; Professional communication planning day, December 2017.

**Feedback**

Unit delivery and support by staff.

**Recommendation**

It is recommended that student support be continued to assist student outcomes.

#### Feedback from Student evaluation; Professional communication planning day, December 2017.

**Feedback**

Some students experienced difficulty with some of the assessment items.

**Recommendation**

It is recommended that two separate assignments will be developed, using the first assignment as a 'draft' for the final project submission, thus maintaining the integrity of the final PR report while providing greater scaffolding and support to all students from the outset.

## 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

 N/A Level	 Introductory Level	 Intermediate Level	 Graduate Level	 Professional Level	 Advanced Level
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## 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		•	•	•
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

**Sarah Pierce** Unit Coordinator

[s.pierce@cqu.edu.au](mailto:s.pierce@cqu.edu.au)

## Schedule

### Week 1 - 05 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
<b>Public Relations.</b> 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). <i>What is Public Relations?</i> , Chapter 1 in THINK Public Relations, (pp.3-20). Wilcox, Cameron, Reber and Shin. (2014). <i>Careers in Public Relations</i> , Chapter 2 in THINK Public Relations, (pp. 25-39).	

### Week 2 - 12 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
<b>PR Beginnings</b> - 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). <i>The Growth of a Profession</i> , Chapter 3 in THINK Public Relations, (pp. 43-63). Wilcox, Cameron, Reber and Shin. (2014). <i>Today's Practice</i> , Chapter 4 in THINK Public Relations, (pp. 69-86).	

**Week 3 - 19 Mar 2018**

Module/Topic	Chapter	Events and Submissions/Topic
<b>The PR Campaign</b> - 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). <i>Research and Campaign Planning</i> , Chapter 5 in THINK Public Relations, (pp. 89-111).	

**Week 4 - 26 Mar 2018**

Module/Topic	Chapter	Events and Submissions/Topic
<b>The PR Campaign</b> - 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). <i>Communication and Measurement</i> , Chapter 6 in THINK Public Relations, (pp. 115-126). Wilcox, Cameron, Reber and Shin. (2014) <i>Reaching Diverse Audiences</i> , Chapter 10 in THINK Public Relations, (pp.205-222).	

**Week 5 - 02 Apr 2018**

Module/Topic	Chapter	Events and Submissions/Topic
<b>The PR Campaign</b> - 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). <i>The Internet and Social Media</i> , Chapter 12 in THINK Public Relations, (pp. 245-262). Bobbitt and Sullivan. (2014). <i>Planning</i> , Chapter 5 in Developing the Public Relations Campaign (pp. 67-89). Available via Course Resources Online.	

**Vacation Week - 09 Apr 2018**

Module/Topic	Chapter	Events and Submissions/Topic
<b>BREAK WEEK</b>		

**Week 6 - 16 Apr 2018**

Module/Topic	Chapter	Events and Submissions/Topic
<b>The PR Campaign</b> - 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). <i>Events and Promotions</i> , Chapter 13 in THINK Public Relations, (pp. 267-284).	

**Week 7 - 23 Apr 2018**

Module/Topic	Chapter	Events and Submissions/Topic
<b>The PR Campaign</b> - 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 and after the campaign is being implemented.	Wilcox, Cameron, Reber and Shin. (2014). <i>Communication and Measurement</i> , Chapter 6 in THINK Public Relations, (pp. 127-135). <i>Public Relations Institute of Australia Measurement and Evaluation Framework</i> .	

**Week 8 - 30 Apr 2018**

Module/Topic	Chapter	Events and Submissions/Topic
<b>PR Issues</b> - 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). <i>Public Opinion and Persuasion</i> , Chapter 7 in THINK Public Relations, (pp.137-158).	<b>Public Relations Campaign Elements</b> Due: Week 8 Monday (30 Apr 2018) 9:00 am AEST

**Week 9 - 07 May 2018**

Module/Topic	Chapter	Events and Submissions/Topic
<b>PR Issues</b> - 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). <i>Managing Competition and Conflict</i> , Chapter 8 in THINK Public Relations, (pp.163-178).	

**Week 10 - 14 May 2018**

Module/Topic	Chapter	Events and Submissions/Topic
<b>PR Issues</b> - 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). <i>Ethics and the Law</i> , Chapter 9 in THINK Public Relations, (pp.181-200). <i>Public Relations Institute of Australia Code of Ethics</i> .	

**Week 11 - 21 May 2018**

Module/Topic	Chapter	Events and Submissions/Topic
<b>PR Campaign Types.</b> 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). <i>Events and Promotions</i> , Chapter 13 in THINK Public Relations, (pp. 267-284). Wilcox, Cameron, Reber and Shin. (2014). <i>Global Public Relations</i> , Chapter 14 in THINK Public Relations, (pp. 287-306). Wilcox, Cameron, Reber and Shin. (2014). <i>Corporate Public Relations</i> , Chapter 15 in THINK Public Relations, (pp. 307-328). Wilcox, Cameron, Reber and Shin. (2014). <i>Entertainment, Sports and Tourism</i> , Chapter 16 in THINK Public Relations, (pp. 329-348). Wilcox, Cameron, Reber and Shin. (2014). <i>Government and Politics</i> , Chapter 17 in THINK Public Relations, (pp. 349-368). Wilcox, Cameron, Reber and Shin. (2014). <i>Nonprofit, Health and Education</i> , Chapter 18 in THINK Public Relations, (pp. 369-387).	

**Week 12 - 28 May 2018**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Review.</b> We review the key elements of a successful PR campaign.		<b>Campaign Plan and Justification</b> Due: Week 12 Friday (1 June 2018) 6:00 pm AEST

**Review/Exam Week - 04 Jun 2018**

Module/Topic	Chapter	Events and Submissions/Topic
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**Exam Week - 11 Jun 2018**

Module/Topic	Chapter	Events and Submissions/Topic
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**Assessment Tasks**

# 1 Public Relations Campaign Elements

## Assessment Type

Written Assessment

## Task Description

### Public Relations Campaign Elements

- You are required to complete the series of five campaign-related 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 by the end of Week 5.
- It is expected that each student will review and provide feedback on at least three other student exercises in the Assignment Discussion Forum by the end of Week 6.
- The completed exercises in this assignment will inform your final assignment (*Campaign Report and Justification*).
- All five exercises are to be submitted via Moodle as a single document in Week 8.

## Assessment Due Date

Week 8 Monday (30 Apr 2018) 9:00 am AEST

A single Word document containing all the exercises.

## Return Date to Students

Week 10 Monday (14 May 2018)

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

## Weighting

45%

## Assessment Criteria

Marks are awarded for appropriate completion of each exercise, attention to requirements of the task, presentation, referencing, spelling and grammar. For a copy of the matrix, go to the Moodle website and read each criterion carefully.

## Referencing Style

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

## Submission

Online

## Submission Instructions

Submission must be in the form of a single Word 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 Plan and Justification

### Assessment Type

Written Assessment

### Task Description

## Campaign Plan and Justification (55 marks)

### This assessment is in two parts.

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:** if the plan meets professional and industry standards, it may be submitted to the organisation for potential implementation. This is a fantastic resume-building opportunity for those interested in a PR career.

### PART A: CAMPAIGN PLAN (2,000 - 2,500 words)

Using the case study provided on Moodle, produce a Public Relations campaign plan for submission to the organisation's management team.

Present the plan as a professional public relations report, as discussed in the unit content. Content may include (depending on the structure of your plan):

- Table of Contents
- Campaign Brief (research about the organisation/industry may be required)
- Goal and Objectives
- Target Publics
- Key Messages
- Strategies and Tactics
- Campaign Logistics
- Budget
- Measurement and Evaluation

**NOTE:** Graphs/tables/images can be used where appropriate.

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### Part B: JUSTIFICATION (1,000 words - 1,500 words)

Explain and justify your campaign plan. Your justification will be in the format of an academic essay, including an introduction, conclusion and references. Minimal headings may be used.

The following aspects must be incorporated into your response:

- Explain how the campaign is Public Relations.
- What were the issues that your campaign addressed?
- Justify 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 research will be undertaken, using credible and professional references. **A 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 1,500 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.

This assessment is to be submitted as a single Word document, which contains Part A and Part B. Total file size for Part A and Part B (combined) is not to exceed 10mb.

### Assessment Due Date

Week 12 Friday (1 June 2018) 6:00 pm AEST

### Return Date to Students

Exam Week Friday (15 June 2018)

**Weighting**

55%

**Assessment Criteria**

Marks are awarded for adherence to the requirements of a public relations plan. Elements will include the campaign brief, goals and objectives, target publics, key messages, campaign strategies and tactics, logistics and budget, evaluation, research, attention to requirements of the task, and presentation, spelling and grammar. For a copy of the matrix, go to the Moodle website and read each criterion carefully.

**Referencing Style**

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

**Submission**

Online

**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