COMM11110 *Introduction to Public Relations*
Term 1 - 2019

Profile information current as at 29/04/2024 08:32 am

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 - 2019
- Cairns
- Online
- 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

Students commented that the textbook could use improvement, as it was not easy to read and was also ageing (2013 publication) in a fast-moving discipline.

Recommendation

It is recommended that a new textbook be investigated for adoption in 2019.

Feedback from Student Evaluation

Feedback

Students enjoyed the real-world client and the way that assessments built on each other, making the final assessment task more manageable.

Recommendation

It is recommended that the scaffolded assessment format continues with Assessment 1 informing Assessment 2.

Feedback from Student Evaluation

Feedback

Students believed that assessment items were not explained clearly enough, particularly given the fact that this is a first-year subject.

Recommendation

It is recommended that assessment items be reviewed and updated to make their wording more clear, with a first-year audience in mind.

Feedback from Student Evaluation

Feedback

Students appreciated the helpfulness and approachability of the Unit Coordinator, both for on-campus and distance delivery.

Recommendation

It is recommended that an open approach to student feedback and a quick response time be maintained by the Unit Coordinator.

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

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

Public Relations Writing
Edition: 3rd (2017)
Authors: Mahoney, J.
Oxford University Press
Melbourne , Victoria , Australia
ISBN: 9780190304652
Binding: Paperback

Additional Textbook Information
This textbook is available in paperback and eBook versions. You can purchase both versions at the CQUni Bookshop here: http://bookshop.cqu.edu.au (search on the Unit code)

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

Christopher Lawson Unit Coordinator
c.j.lawson@cqu.edu.au
Sarah Pierce Unit Coordinator
s.pierce@cqu.edu.au

Schedule

Week 1 - 11 Mar 2019		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
About Public Relations	Chapter 1 - Introduction	
Week 2 - 18 Mar 2019		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
PR as a Strategic Partner	Chapter 2 – Contexts for Public Relations	
Week 3 - 25 Mar 2019		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
The PR Plan: Planning, Goals and Objectives	Chapter 3 – Research and Planning Chapter 4 – PR Goals and Objectives	

Week 4 - 01 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
The PR Plan: Target Publics and Messages	Chapter 4 – PR Goals and Objectives Chapter 5 – Developing and Writing Messages	

Week 5 - 08 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
The PR Plan: Communication Pathways and Tools	Chapter 5 – Developing and Writing Messages	

Vacation Week - 15 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
BREAK WEEK		

Week 6 - 22 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
The PR Plan: Logistics	Chapter 11 – Getting the Job Done	

Week 7 - 29 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
The PR Plan: Evaluation	Chapter 12 – Writing a Public Relations Evaluation Plan	

Week 8 - 06 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
PR Tools: The Media Release	Chapter 6 – Writing a Media Release	**Campaign Elements** Due: Week 8 Monday (6 May 2019) 6:00 pm AEST

Week 9 - 13 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
PR Tools: Social Media and the Web	Chapter 7 – Writing for Social Media and the Web	

Week 10 - 20 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
PR Tools: Written and Interpersonal	Chapter 9 – Beyond the Mass News Media Chapter 8 - Interpersonal Communication	

Week 11 - 27 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
PR in Practice	Chapter 10 – Communication within Organisations	

Week 12 - 03 Jun 2019

Module/Topic	Chapter	Events and Submissions/Topic
Review		**Campaign Plan and Justification** Due: Week 12 Friday (7 June 2019) 6:00 pm AEST

Review/Exam Week - 10 Jun 2019

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 17 Jun 2019

Module/Topic	Chapter	Events and Submissions/Topic

Teaching Contact - Term 1 2019
Unit Coordinator - Christopher Lawson
c.j.lawson@cqu.edu.au or (07) 4930 6645

Word Count
The word count is considered from the first word of the introduction to the last word of the conclusion. It excludes the cover page, abstract, contents page, reference page and appendices. It includes in-text references and direct quotations.

Assessment Tasks

1 Campaign Elements

Assessment Type
Written Assessment

Task Description
This assessment covers individual elements of a campaign based on a real-world client (who will be the focus of both Assessments 1 and 2). Details of the client brief will be posted to Moodle by Week 2.
Students are required to complete the series of six campaign-related exercises provided on the Moodle website. All six exercises must be attempted in order to successfully pass this assignment.
The elements to be addressed are:

1. Goals and Objectives
2. Target Publics
3. Key Messages
4. Communication Pathways and Tools
5. Timeline and Budget
6. Document Structure

The first four exercises require justification of your choices, and these justifications must be referenced with at least two formal sources in the APA format, with a reference list at the end of your document.
You will upload any two of your completed exercises to the Assessment 1 Discussion Forum for peer feedback 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 assessment will form the basis of your final assessment (Campaign Report and Justification).
All six exercises are to be submitted via Moodle as a single Word document in Week 8. Your word count should be between 1000 – 1200 words.

Assessment Due Date
Week 8 Monday (6 May 2019) 6:00 pm AEST
A single Word document containing all 6 exercises.

Return Date to Students
Week 10 Monday (20 May 2019)
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

This assessment is in two parts.

From the real-life public relations case provided for you and using your Assessment 1 Campaign Elements as a base, develop a campaign based on the concepts introduced and discussed during the term.

Note: if the plan meets professional standards, it may be submitted to the client 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.

Content should include:

- Table of Contents
- Situation Analysis (research about the organisation/industry may be required)
- Goal and Objectives
- Target Publics
- Key Messages
- Communication Pathways and Tools
- Timeline
- Budget
- Measurement and Evaluation
- Appendices (if needed) and References

Note: Graphs/tables/images can be used where appropriate.

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, objectives, communication pathways and tools, target publics, timing and budget. For example, your timing 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.
- How does your plan meet ethical standards of Australian public relations practice? Refer to the PRIA's Code of Ethics.

It is expected that research will be undertaken, using credible and professional references outside of the unit content. A

reference list is required in APA style for both Part A and Part B.

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 (7 June 2019) 6:00 pm AEST
A single Word document containing Parts A, B and C.

Return Date to Students
Exam Week Friday (21 June 2019)
Marks and feedback will be returned within two weeks of assignment submission.

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, communication pathways and tools, timeline and budget, evaluation, research, justification of choices, 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