



# COMM12018 *Advanced Public Relations*

## Term 1 - 2019

Profile information current as at 09/05/2024 06:42 am

All details in this unit profile for COMM12018 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

Advanced Public Relations draws on the theoretical information learnt in Introduction to Public Relations to assist the student to develop a professional PR campaign. With a focus on professionalism, students will cover ethics, the use of technology in PR and presentation skills in order to develop their campaign. Students will learn the necessary components of a successful PR campaign including the development of goals, objectives, messages themes, strategies, research and evaluation. Within this unit there is an emphasis on ensuring the student is prepared for work in the public relations industry.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Prerequisite: 36 credit points plus COMM11110 plus COMM11007 plus JOUR19024.

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

- Online
- Rockhampton

### 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. **Oral Examination**

Weighting: Pass/Fail

#### 2. **Group Work**

Weighting: 50%

#### 3. **Written Assessment**

Weighting: 50%

### 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 Have Your Say survey

##### Feedback

Students appreciate the opportunity to work with real world clients and use all of the skills they have built throughout their degree.

##### Recommendation

It is recommended to continue sourcing real world clients for the projects.

#### Feedback from Student Have Your Say survey

##### Feedback

Students appreciate the team work approach, even though working in teams can be challenging.

##### Recommendation

It is recommended to continue using teams, and the team selection process by project, rather than individual. It is also recommended to continue providing support to the teams on team management, especially in a virtual environment.

## Unit Learning Outcomes

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

1. demonstrate the importance of research when developing PR strategies
2. implement PR strategies appropriate to the role of the public relations practitioner to inform ethical, creative and socially responsible practice
3. complete an effective evaluation of a PR campaign
4. critique implementation of a PR campaign and make recommendations for possible improvement.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

| Assessment Tasks             | Learning Outcomes |   |   |   |
|------------------------------|-------------------|---|---|---|
|                              | 1                 | 2 | 3 | 4 |
| 1 - Oral Examination - 0%    | •                 |   |   |   |
| 2 - Group Work - 50%         | •                 | • | • | • |
| 3 - Written Assessment - 50% | •                 | • | • | • |

### Alignment of Graduate Attributes to Learning Outcomes



## Textbooks and Resources

### Textbooks

COMM12018

#### Supplementary

##### **THINK Public Relations**

Edition: 2nd (2013)

Authors: Dennis Wilcox, Glen T Cameron, Bryan H Reber, Jae-Hwa Shin

Pearson Education Inc

Upper Saddle River , New Jersey , United States of America

ISBN: 9780205857258

Binding: Paperback

#### Additional Textbook Information

This textbook is for supplemental study only. It is not required to complete the unit. The textbook is the same textbook used in COMM11110 Introduction to Public Relations. Students who purchased a textbook for COMM11110 do not need an additional copy.

[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 - 11 Mar 2019

#### Module/Topic

#### Chapter

#### Events and Submissions/Topic

Ethics and Risk  
Developing a Public Relations  
Campaign

### Week 2 - 18 Mar 2019

#### Module/Topic

#### Chapter

#### Events and Submissions/Topic

Evaluating Campaigns  
Professional Presentation Skills

### Week 3 - 25 Mar 2019

#### Module/Topic

#### Chapter

#### Events and Submissions/Topic

Working in Groups  
 NOTE: All readings/modules must be completed by Week 3 so the PR campaigns can be planned/implemented.

**Week 4 - 01 Apr 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
| CAMPAIGN     |         |                              |

**Week 5 - 08 Apr 2019**

| Module/Topic | Chapter | Events and Submissions/Topic   |
|--------------|---------|--|
| CAMPAIGN     |         | <b>Public Relations Campaign Plan</b><br>Due: Week 5 Friday (12 Apr 2019) 5:00 pm AEST |

**Vacation Week - 15 Apr 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
| CAMPAIGN     |         |                              |

**Week 6 - 22 Apr 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
| CAMPAIGN     |         |                              |

**Week 7 - 29 Apr 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
| CAMPAIGN     |         |                              |

**Week 8 - 06 May 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
| CAMPAIGN     |         |                              |

**Week 9 - 13 May 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
| CAMPAIGN     |         |                              |

**Week 10 - 20 May 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
| CAMPAIGN     |         |                              |

**Week 11 - 27 May 2019**

| Module/Topic              | Chapter | Events and Submissions/Topic |
|---------------------------|---------|------------------------------|
| Evaluation of PR Campaign |         |                              |

**Week 12 - 03 Jun 2019**

| Module/Topic              | Chapter | Events and Submissions/Topic |
|---------------------------|---------|------------------------------|
| Evaluation of PR Campaign |         |                              |

**Review/Exam Week - 10 Jun 2019**

| Module/Topic | Chapter | Events and Submissions/Topic  |
|--------------|---------|---|
|              |         | <b>Public Relations Campaign</b> Due: Review/Exam Week Monday (10 June 2019) 9:00 am AEST<br><b>Individual Contribution to Campaign</b> Due: Review/Exam Week Tuesday (11 June 2019) 9:00 am AEST |

**Exam Week - 17 Jun 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|              |         |                              |

## Term Specific Information

### 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 Public Relations Campaign Plan

#### Assessment Type

Oral Examination

#### Task Description

#### Task Description

Students will work together, in teams, to complete a public relations campaign for a real client. As these are real clients, there are real consequences attached to the campaign. Full details of the campaign will be provided in Week 2, and students will be expected to commence implementation of the campaign immediately. The due date is dependent on the campaign, but will generally be within the final few weeks of term. Generally, the campaign will be budget neutral (no budget will be allocated for strategies). Students will need to consider types of strategies that can be implemented with no budget.

At the beginning of Week 2, the campaign choices will be posted. Team allocations will occur in Week 3. Details of this process are available on Moodle. By the end of Week 3, it is expected that the team will have arranged meeting times and provide a client contact person. Team members are likely to consist of Distance students, so meetings will need to be organised through a virtual platform (examples will be provided on Moodle), and students will need to communicate regularly as part of the process. How students communicate with team members, and when, will be up to the team, but all students are expected to maintain regular contact. The Moodle site will be updated regularly and students are expected to maintain regular contact with teaching staff.

Students' ability to complete the campaign and evaluate it will be assessed in Assessment 2, which will be a group submission. This assessment, Assessment 1, is a draft public relations plan about the proposed campaign and requires students to consider their own contribution, and that of other team members. This is a pass/fail assessment. The team must pass this assessment in order to continue with the campaign.

There are three parts to this assessment:

1. A Word document using the same headings as set out in Assessment 2, with dot points outlining the proposed way forward for the team. This is a planning document to help the team think through the required elements of the campaign. Some aspects of the campaign may change during implementation. (Don't forget to consider how the campaign will be evaluated once completed.) There is no word count as it will depend on the nature of the campaign - but aim for about 2000 words. This document may then form the draft of the final written document in Assessment 2.
2. A timeline of tasks (in the form of a GANTT chart). This must set out tasks of individual team members AS WELL AS a proposed timeline for implementation of the strategies and tactics in the campaign.
3. An oral presentation provided to the Unit Coordinator or tutor, where the document and timeline will be presented. Students will discuss the project with the Course Coordinator or tutor during this meeting. The presentation can take place at any time after the allocation of the project, but must be completed prior to the end of Week 5. Groups are responsible for arranging the meeting time with the Unit Coordinator or tutor. On-campus students may use tutorial times. Distance students are encouraged to schedule the meeting during the Unit Coordinator's set contact hours.

A Pass grade means that the group has been given permission to implement the campaign, and the team can commence implementation immediately.

A Fail grade means that the Unit Coordinator or tutor deems the project unsuitable or unachievable. Teams will have one opportunity to resubmit the plan. A Pass grade must be achieved in Assessment 1 to pass the unit overall.

Once approval to proceed is given, the written document may be provided to the client, if the client requests it.

**Assessment Due Date**

Week 5 Friday (12 Apr 2019) 5:00 pm AEST

Oral presentation (via Zoom)

**Return Date to Students**

Week 5 Friday (12 Apr 2019)

Groups will be graded immediately during the presentation.

**Weighting**

Pass/Fail

**Minimum mark or grade**

Pass

**Assessment Criteria**

This is a pass/fail assessment. The document and GANTT chart must be submitted and the presentation must be successfully undertaken in order for the team to be given permission to implement the campaign. A pass grade must be achieved in Assessment 1 to pass the unit overall.

**Referencing Style**

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

**Submission**

Online Group

**Learning Outcomes Assessed**

- demonstrate the importance of research when developing PR strategies

**Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## 2 Public Relations Campaign

**Assessment Type**

Group Work

**Task Description****Task Description**

Students will implement the campaign from Assessment 1.

Students are required to complete a report **and evaluation** of the campaign. This is the report that will be provided to the client, which explains what the public relations project set out to do, and what was ultimately achieved.

This is a formal written report in the form of a public relations campaign report (using the same format as completed in COMM11110 Introduction to Public Relations) which will include the situation analysis, campaign goal, objectives, strategies, tactics, target publics, key messages and evaluation.

The following headings can be used as a guide:

- Introduction - broad outline of the campaign.
- Situation analysis - explain the need for the campaign, background to the organisation/client.
- Goal - achievable and relevant goal identified. (One goal only.)
- Objectives - realistic and measurable. (Up to two or three objectives.)
- Target publics - including justification of why publics were selected.
- Strategies - no more than three per objective; ensure strategies are achievable and creative; appropriate to target publics; and budget neutral.
- Tactics - explains implementation of strategies.
- Logistics of implementation - includes consideration of budgetary constraints, timeline, ethical issues. Explains any issues as a result of implementation.
- Evaluation - considered in terms of goal and objectives.

Presentation:



- Report to be written to be presented to the client at the conclusion of the campaign
- Report format with headings
- Double line spacing
- Professional presentation
- Word document
- Graphs and/or photos can be included but total file size cannot exceed 100MB.

There is no word count. One team member will submit the final report on behalf of the team.

It is up to the individual team members to negotiate how the final report will be written. Teams may choose to allocate different sections to each team member, or the team may allocate one member to write the report and each team member provides the relevant content to that member. It is strongly recommended that one team member be the coordinator of the final document.

Students will be assessed on the quality of the written report, and the quality of the evaluation. The report is a professional report and will be provided to the client upon completion of the campaign.

Please note: a project that does not achieve the campaign objectives will not necessarily result in a fail grade. If the objectives are not achieved, the reasons why they were not achieved will form part of the evaluation.

#### **Assessment Due Date**

Review/Exam Week Monday (10 June 2019) 9:00 am AEST

Word document submitted with contribution from all group members.

#### **Return Date to Students**

Exam Week Friday (21 June 2019)

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

#### **Weighting**

50%

#### **Assessment Criteria**

A marking matrix is available on Moodle.

Students will be assessed on the quality of the written report, and the quality of the evaluation. The report is a professional report and will be provided to the client.

Please note: a project that does not achieve the objectives will not necessarily result in a fail grade. If the objectives are not achieved, the reasons why they were not achieved will form part of the evaluation.

#### **Referencing Style**

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

#### **Submission**

Online Group

#### **Learning Outcomes Assessed**

- demonstrate the importance of research when developing PR strategies
- implement PR strategies appropriate to the role of the public relations practitioner to inform ethical, creative and socially responsible practice
- complete an effective evaluation of a PR campaign
- critique implementation of a PR campaign and make recommendations for possible improvement.

#### **Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## 3 Individual Contribution to Campaign

#### **Assessment Type**

Written Assessment

#### **Task Description**

#### **Task Description**

The assessment will consist of:

**1. Reflective Journal (25%):** Students are required to keep a record each week of what has been done, contribution to the team effort, and to the campaign as a whole. The weekly entries can include details such as:

- What did you do this week that contributed to the overall success of the project? Are you doing what you should? Can you do better? In what way?
- Is what you are currently doing challenging you in any way? In what way?
- How do you feel about your time-management skills? Can you do better? Why?
- What is puzzling about what you are doing at the present time? How do you intend to resolve this?
- What connections are evident between what you are doing, reading/viewing and the campaign?
- What are you learning about yourself from what you are reading/viewing/studying/doing? (Your own values, attitudes and beliefs.)

There is no word count for the journal. The journal can be completed as a word document or as a blog. Students must complete a minimum of **seven** journal entries, commencing in Week 3. Students are marked on the quality of the writing and the depth of academic reflection about the learning experience of the project. Journal entries that reflect on the lessons learned during the campaign will receive a higher grade than entries that simply list tasks performed from week to week.

**2. Self and peer assessment (25%):** In Week 11 students will be provided a link to an online survey via email. Students will grade themselves using the set criteria, and then grade each of their fellow team members using the same criteria. In order to be fairly graded by fellow team members, students will need to let team members know exactly what has been done during the campaign. If student work performance is poor, or communication skills are poor, the peer review mark will reflect this. This survey must be completed prior to the due date, when it will close. The Unit Coordinator will allocate a grade based on a combination of the reflective journal, the self-assessment and the peer review mark allocated by fellow team members.

### **Assessment Due Date**

Review/Exam Week Tuesday (11 June 2019) 9:00 am AEST

Word document OR blog submitted via Moodle, plus Self and Peer Assessment online submission

### **Return Date to Students**

Exam Week Friday (21 June 2019)

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

### **Weighting**

50%

### **Assessment Criteria**

A detailed marking rubric is available on Moodle.

In relation to the journal, students will be assessed on the quality of their writing, the nature of the reflection of their own performance and that of the other team members, and the manner in which individual challenges were addressed. Students will use the self assessment tool to grade their own performance against a number of criteria relating to team work (such as reliability, contribution to the team and communication).

Students will use the peer assessment tool to grade fellow team members against the same team work criteria.

### **Referencing Style**

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

### **Submission**

Online

### **Submission Instructions**

This assessment must be submitted online via the unit Moodle site. If the journal is completed as a blog, a word document must still be submitted containing the link to the blog.

### **Learning Outcomes Assessed**

- demonstrate the importance of research when developing PR strategies
- implement PR strategies appropriate to the role of the public relations practitioner to inform ethical, creative and socially responsible practice
- complete an effective evaluation of a PR campaign
- critique implementation of a PR campaign and make recommendations for possible improvement.

### **Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy

- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## 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