



# COMM12018 *Advanced Public Relations*

## Term 1 - 2021

Profile information current as at 02/05/2024 11:49 pm

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 you to develop a professional PR campaign. With a focus on professionalism, you will learn ethics, the use of technology in PR and presentation skills in order to develop your campaign. You 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 you are 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

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 - 2021

- Mixed Mode
- 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 Anecdotal feedback and Have Your Say Survey

##### Feedback

The real world application of an actual campaign was really appreciated by the students.

##### Recommendation

Allow students to pitch their own ideas for campaigns.

#### Feedback from Student direct feedback

##### Feedback

The individual grading of team members was fair in those teams where some members did not contribute.

##### Recommendation

This is project based unit in teams. The grading will continue to be individual, fairly representing a grade based on individual contribution, rather than an overall grade.

## Unit Learning Outcomes

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

1. Research and plan an authentic public relations campaign
2. Implement public relations 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 public relations campaign
4. Reflect on your own and the team performance in the implementation an authentic public relations campaign.

## 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

Graduate Attributes	Learning Outcomes			
	1	2	3	4

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 - Oral Examination - 0%	•	•	•	•	•	•	•	•		
2 - Group Work - 50%	•	•	•	•	•	•	•	•	•	
3 - Written Assessment - 50%	•	•	•	•	•	•	•	•		

## Textbooks and Resources

### Textbooks

**There are no required textbooks.**

### 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 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Celeste Lawson** Unit Coordinator

[c.lawson@cqu.edu.au](mailto:c.lawson@cqu.edu.au)

## Schedule

### Week 1 - 08 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Ethics and Risk Developing a Public Relations Campaign		

### Week 2 - 15 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Evaluating Campaigns Professional Presentation Skills		

### Week 3 - 22 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
Working in Groups NOTE: All content must be completed by Week 3 so the PR campaigns can be planned/implemented.		

### Week 4 - 29 Mar 2021

Module/Topic	Chapter	Events and Submissions/Topic
CAMPAIGN		<b>Public Relations Campaign Plan</b> Due: Week 4 Friday (2 Apr 2021) 5:00 pm AEST

### Week 5 - 05 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
CAMPAIGN		

### Vacation Week - 12 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
CAMPAIGN		

### Week 6 - 19 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
CAMPAIGN		

### Week 7 - 26 Apr 2021

Module/Topic	Chapter	Events and Submissions/Topic
CAMPAIGN		

### Week 8 - 03 May 2021

Module/Topic	Chapter	Events and Submissions/Topic
CAMPAIGN		

**Week 9 - 10 May 2021**

Module/Topic	Chapter	Events and Submissions/Topic
CAMPAIGN		

**Week 10 - 17 May 2021**

Module/Topic	Chapter	Events and Submissions/Topic
CAMPAIGN		

**Week 11 - 24 May 2021**

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

**Week 12 - 31 May 2021**

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

**Review/Exam Week - 07 Jun 2021**

Module/Topic	Chapter	Events and Submissions/Topic
		<b>Public Relations Campaign</b> Due: Review/Exam Week Monday (7 June 2021) 6:00 pm AEST <b>Individual Contribution to Campaign</b> Due: Review/Exam Week Monday (7 June 2021) 6:00 pm AEST

**Exam Week - 14 Jun 2021**

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

### 1 Public Relations Campaign Plan

**Assessment Type**

Oral Examination

**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 to finalise the campaign is dependent on the client, but will generally be within the final few weeks of term. 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 online 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 outline 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 Lead or another academic supervisor, where the document and timeline will be presented. Students will discuss the project with the Unit Lead and/or academic supervisor 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. Teams are responsible for arranging the meeting time with the Unit Lead or academic supervisor during the set contact hours as listed on Moodle.

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

A Fail grade means that the Unit Lead or academic supervisor 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 4 Friday (2 Apr 2021) 5:00 pm AEST

Oral presentation (via Zoom)

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

Week 4 Friday (2 Apr 2021)

Teams 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 7th Edition \(APA 7th edition\)](#)

#### **Submission**

Online Group

#### **Submission Instructions**

This is an oral presentation via Zoom. Zoom details will be provided.

#### **Learning Outcomes Assessed**

- Research and plan an authentic public relations campaign

#### **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**

##### **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 (generally using the same format as completed in COMM11110 Introduction to Public Relations) which will include the situation analysis, campaign goal, target publics, strategies and proposed evaluation.

The following headings can be used as a guide:

- Introduction (Broad outline/summary of the campaign.)
- Situation analysis (Justification for the campaign, including background to the organisation/client.)
- Goal (Achievable and relevant goal. **One** goal only.)
- Target publics (Including justification of why publics were selected, and how publics align with goal and strategies.)
- Communication pathways (This is the bulk of the written report which will explain what you actually did, broken down into strategies.)
- Logistics of implementation (This includes justification of budgetary constraints, timeline, ethical issues. Use this section to explain any issues as a result of implementation.)
- Evaluation (Considered in terms of goal and strategies.)

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, since the type of report will depend on the nature of the project. 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 goal was not achieved, the reasons why it was not achieved will form part of the evaluation.

### **Assessment Due Date**

Review/Exam Week Monday (7 June 2021) 6:00 pm AEST

Word document submitted with contribution from all group members.

### **Return Date to Students**

Exam Week Friday (18 June 2021)

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

### **Weighting**

50%

### **Assessment Criteria**

A marking criteria 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 goal will not necessarily result in a fail grade. If the goal is not achieved, the reasons why it was not achieved will form part of the evaluation.

### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **Submission**

Online Group

### **Submission Instructions**

One team members submits on behalf of the group.

### **Learning Outcomes Assessed**

- Research and plan an authentic public relations campaign
- Implement public relations strategies appropriate to the role of the public relations practitioner to inform ethical, creative and socially responsible practice
- Complete an effective evaluation of a public relations campaign
- Reflect on your own and the team performance in the implementation an authentic public relations campaign.



## Graduate Attributes

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

## 3 Individual Contribution to Campaign

### Assessment Type

Written Assessment

### Task Description

The assessment is in two parts: a reflective journal; and self and peer assessment.

**1. Reflective Journal (25%):** Students are required to keep a record each week of what has been done, and the lessons learned. The weekly entries are to include at least three sections per entry:

- What I did (This section includes individual tasks, how those tasks contributed to the team and how they contributed to the campaign. This section is recording your individual actions and contributions.)
- What I learned (This section may relate to time management, or personal/team interactions, or communication techniques. The lessons might be good as well as bad - that you were prepared for the tasks, or that a task was performed better than expected. This section is your personal reflection.)
- What this means (This section is about how you will apply the lessons learned into the future. You may reflect on your growth as a practitioner, or it may allow you to recognise your own values, attitudes and beliefs as they relate to the practice of public relations. This section is the critical application of the reflection.)

There is no word count for the journal, although aim for at least 300 words per entry. 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. You may include more entries if you wish. 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%):** You will grade your own performance during the term using the set criteria, and then grade each of your fellow team members using the same criteria. In order to be fairly graded by fellow team members, you will need to let team members know exactly what you have done during the campaign. If yours or a team member's work performance is poor, or communication skills are poor, the peer review mark will reflect this. You will be directed to a survey on Moodle to complete this task. This survey must be completed prior to the due date, when it will close.

The Unit Lead 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 Monday (7 June 2021) 6:00 pm AEST

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

### Return Date to Students

Exam Week Friday (18 June 2021)

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

### Weighting

50%

### Assessment Criteria

A detailed marking criteria 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, the manner in which individual challenges were addressed, and how these lessons may shape future practice.

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 teamwork criteria.

### Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

**Submission**

Online

**Submission Instructions**

This assessment must be submitted online via the unit Moodle site.

**Learning Outcomes Assessed**

- Implement public relations strategies appropriate to the role of the public relations practitioner to inform ethical, creative and socially responsible practice
- Complete an effective evaluation of a public relations campaign
- Reflect on your own and the team performance in the implementation an authentic public relations campaign.

**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