COMM13111 *Public Relations Project*
Term 1 - 2023

Profile information current as at 12/10/2024 06:38 pm

All details in this unit profile for COMM13111 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
This unit gives you an opportunity to undertake a project of your choice in the Public Relations discipline in which you have already done a substantial amount of study. The project is flexible and is designed by students in consultation with academic and workplace supervisors. It may involve academic research into Public Relations practice or a professional work placement with an approved organisation (minimum 120 hours). Academic and workplace supervisors will work with students to devise assessment tasks that will meet negotiated and specific project learning outcomes.

Details
Career Level: *Undergraduate*
Unit Level: *Level 3*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites
Prerequisite: Students must have completed 48 credit points prior to taking 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 - 2023

- Online

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: 10%
2. **Practical and Written Assessment**
Weighting: 50%
3. **Written Assessment**
Weighting: 40%

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 SUTE data Direct feedback from students to Unit Coordinator

Feedback

Being able to choose a broad assessment type means that students can choose an assessment that is relevant and suits their future career goals.

Recommendation

Maintain the choice of a work placement, media product and research paper for Assessment 2 so students can choose the assessment type most relevant for their career path.

Feedback from Unit Coordinator reflection

Feedback

The critical reflection requires students to reflect on how the unit helps shape them in the context of public relations.

Recommendation

Maintain the requirement for a critical reflection to encourage students to reflect on how the unit contributes to their skills in public relations.

Unit Learning Outcomes

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

1. Develop objectives and criteria for a Public Relations project proposal
2. Demonstrate knowledge and relevant skill of Public Relations practice at a graduate level
3. Produce an e-portfolio to a professional standard
4. Apply knowledge of Public Relations theory and practice at a graduate level
5. Critically reflect on Public Relations practice.

N/A

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	5
1 - Written Assessment - 10%	•				
2 - Practical and Written Assessment - 50%		•	•		
3 - Written Assessment - 40%				•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
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 - 10%	•		•			•				
2 - Practical and Written Assessment - 50%	•	•	•	•		•	•	•		
3 - Written Assessment - 40%	•	•	•	•				•		

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

Schedule

Week 1 - 06 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Select work placement, media project or research topic and discuss project with coordinator or academic supervisor.		

Week 2 - 13 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Write proposal about the work placement, media project or research topic.		

Week 3 - 20 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Independent work on work placement, media project or research topic as discussed with supervisors		**Proposal** Due: Week 3 Friday (24 Mar 2023) 5:00 pm AEST

Week 4 - 27 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Independent work on work placement, media project or research topic as discussed with supervisors		

Week 5 - 03 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Independent work on work placement, media project or research topic as discussed with supervisors		

Vacation Week - 10 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Vacation Week		

Week 6 - 17 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Independent work on work placement, media project or research topic as discussed with supervisors		

Week 7 - 24 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic

Independent work on work placement, media project or research topic as discussed with supervisors		

Week 8 - 01 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Independent work on work placement, media project or research topic as discussed with supervisors		

Week 9 - 08 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Independent work on work placement, media project or research topic as discussed with supervisors		

Week 10 - 15 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Independent work on work placement, media project or research topic as discussed with supervisors		

Week 11 - 22 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Independent work on work placement, media project or research topic as discussed with supervisors		

Week 12 - 29 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Finalise work placement, media project or research paper		

Review/Exam Week - 05 Jun 2023

Module/Topic	Chapter	Events and Submissions/Topic
		Critical Reflection Due: Review/Exam Week Tuesday (6 June 2023) 5:00 pm AEST

Exam Week - 12 Jun 2023

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Proposal

Assessment Type
Written Assessment

Task Description
You will choose one of three options: a work placement; creating a media product; or a research paper, all in the public relations or media field. The work placement consists of 120 hours of supervised work and is assessed by a portfolio of evidence. The media product is the development of an artefact consisting of 120 hours of work, and is assessed by submission of the artefact, and a portfolio of evidence of production. The research paper is a 6,000 word dissertation on a negotiated public relations-related topic. Full details of each option are outlined in Assessment 2.
Assessment 1 (the Proposal) outlines your selected option, and consists of a proposal as to how the option (work placement or media product or research paper) will be achieved within the Term's time frame.

For this assessment, you will:

1) Submit a short document that provides an overview of your project (by the end of **Week 3**) (500 words maximum); PLUS

2) Participate in an online Zoom session in **Week 4** to discuss your project with staff and peers, using a single Powerpoint slide which summarises your proposal.

The zoom session will be conducted at a time negotiated with the Unit Coordinator.

Notes:
a) The proposal document must be succinct - no more than 500 words. Details relating to format and expected use of headings is on Moodle. You will also be expected to nominate your choice of how Assessment 3 will be completed.

b) Participation in the Zoom session is compulsory. The purpose of this assessment is to get feedback from academic staff as to the scope of your project, and to facilitate conversation about issues and opportunities. It is intended as a formative, open session. If you have a legitimate reason for non-attendance, you will need to negotiate an alternative appointment with the Unit Coordinator.

c) You may have started your project in consultation with the Unit Coordinator. You will still be required to participate in this assessment to receive early guidance and feedback about your project.

Assessment Due Date
Week 3 Friday (24 Mar 2023) 5:00 pm AEST

To be submitted prior to presentation in Week 4

Return Date to Students
Week 4 Friday (31 Mar 2023)

Results will be available following presentation

Weighting
10%

Assessment Criteria
Projects are assessed on their practicality and feasibility within the Term dates. A recommended format for the proposal is provided on Moodle. It is expected that these elements be included in the submitted document.
Verbal feedback will be provided during the presentation.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Written document submitted as a Word document or PDF.

assessmentOutcome

- Develop objectives and criteria for a Public Relations project proposal

assessmentGradAttribute

- Communication
- Critical Thinking
- Information Technology Competence

2 Project

Assessment Type
Practical and Written Assessment

Task Description
Students will choose **ONE** of the following: work placement, media product or research paper:

OPTION 1: WORK PLACEMENT
This involves a work placement in an approved organisation for no less than 120 hours. The organisation must be

selected in consultation with the Unit Coordinator and academic supervisor. You will submit a portfolio of your work as the assessment item.

*Portfolio***:** Every project is different, and the portfolio is evidence of the work you did. Emails, feedback, notes of interviews and meetings, any product you made, could all be submitted as part of this portfolio. Pay attention to the presentation of your portfolio as a professional piece of communication. It must be attractive to look at, professionally presented, and most importantly, be well written.

OPTION 2: MEDIA PRODUCT

This involves producing a media product which demonstrates the application of advanced high-level production skills (e.g. short film, video, radio documentary, book, graphic design product). You will submit the media product and a portfolio of your work as the assessment item.

*Portfolio***:** Every project is different, and the portfolio is evidence of the work you did. The format of the portfolio will depend entirely on the media product being developed. This will be negotiated with the Unit Coordinator or academic supervisor.

Notes for work placement and media product:

- Your portfolio needs to be professionally presented and formatted. If possible, have one document that contains your portfolio of work. Your work also needs to be clearly and well written so proofread carefully before you submit.

OPTION 3: RESEARCH PAPER
This involves academically oriented research into a public relations related topic, resulting in a 6,000 word paper. Examples include a literature review, a content analysis, a detailed case study or a workplace audit. Please refer to the page *Information about Research Paper* on Moodle for more detailed information about how to structure a 6,000 word research paper, suggested topics and the expected format.

The research paper is an excellent option to choose if you are interested in post-graduate study, or if conducting research and writing research papers is interesting to you. It is also a good option for those students who do not wish to undertake a work placement. Research topics can be very broad and are negotiated between you and your academic supervisor. The research paper will be completed under the supervision of the Unit Coordinator or another nominated and suitably qualified academic.

Final note: Each project is very different but the ultimate requirement is the same: you need to provide evidence of the work you have done. The specific details of your individual project will be finalised in consultation with the Unit Coordinator or your allocated supervisor.

Assessment Due Date
Review/Exam Week Tuesday (6 June 2023) 5:00 pm AEST

Early submission is permitted.

Return Date to Students
Exam Week Friday (16 June 2023)

Assessment will be graded within two weeks.

Weighting
50%

Assessment Criteria
The assessment criteria will depend on whether you have selected a work placement, media product or research paper. Detailed marking rubrics are provided on Moodle.
Specific elements being assessed include:

- Presentation of portfolio
- Quality of evidence
- Writing standard
- Quality of argument (research paper)

- Referencing
- Attention to requirements of the task

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
All elements are to be submitted as a single document, unless otherwise negotiated.

assessmentOutcome

- Demonstrate knowledge and relevant skill of Public Relations practice at a graduate level
- Produce an e-portfolio to a professional standard

assessmentGradAttribute

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

3 Critical Reflection

Assessment Type
Written Assessment

Task Description
In this assessment, you will critically reflect on your academic and personal journey during Term.
You are expected to complete a 2,500 word written document that provides an academic and personal reflection of lessons learned during the work placement, media product or research paper.
This can take the form of:

- a series of five short (500 word) reflections about identified issues, incorporating academic references to support elements of learning, OR
- a 2,500 word academic essay that draws on personal lessons or experiences as a case study to answer a specific question, OR
- a written document as negotiated with the Unit Coordinator.

For example:
A student who selected the WORK PLACEMENT option may choose to write a 2,500 word essay that answers a question developed by you as a critical academic reflection in the context of your personal project. For example, if you undertook an internship with a public relations organisation, you may reflect upon the influence of blogging in public relations based on your experience during the project.

Or perhaps one of the main lessons you learned related to the communication dynamics between supervisor and staff. Perhaps you felt uncomfortable asking questions and thought the work supervisor lacked clarity in directions. You could make a note of this, and refer to supporting academic texts to identify what you are going to do to avoid this situation when you graduate. There may be three or four related lessons, that could be combined into the one document.

If you have selected the RESEARCH PAPER, you may have found the data gathering challenging or frustrating. What have you learned about the research process that you can apply if you undertake more research in the future? There may be a series of lessons you have learned during this journey, that can be recorded separately and combined into a 2,500 word document.

Assessment Due Date
Review/Exam Week Tuesday (6 June 2023) 5:00 pm AEST

Submitted as a word document

Return Date to Students
Exam Week Friday (16 June 2023)

Marked within two weeks

Weighting
40%

Assessment Criteria
A detailed marking criteria is available on Moodle

Minimum requirements:
2,500 words - may be made up of a number of reflections, or submitted as a single document
A minimum of three quality academic references for smaller entries, or eight quality references if the essay option is selected.
Professional (graduate level) presentation
Excellent English standard writing

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Submitted as a word document

assessmentOutcome

- Apply knowledge of Public Relations theory and practice at a graduate level
- Critically reflect on Public Relations practice.

assessmentGradAttribute

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