COMM28001 *Celebrity Public Relations: Profile, Personality and Positioning*
Term 2 - 2023

Profile information current as at 01/05/2024 06:38 pm

All details in this unit profile for COMM28001 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

Celebrities exist because of their high media profiles. From the cut of a dress worn on the red carpet, to an irate social media post made in a fit of anger, publicity can make or break an individual's reputation. Dealing with intense personal media scrutiny requires specialist public relations knowledge. You will explore the elements required to develop the profile of individuals, and how strategic communication techniques can be used to monitor, boost or influence reputation. You will move beyond familiar definitions of celebrity (evident in influencers, politicians, business leaders or sports stars) to consider the notion of celebrity as it impacts contemporary culture. Celebrity PR is a useful skill to develop and enhance your own professional profile, or to address issues involving the publicity of individuals. You will build on public relations skills you may have previously applied to organisations and shifts the focus to personal image and status. This unit is relevant for anyone who may pursue a career in the public eye. You will learn skills of reputation management and identity formation - either for yourself or on behalf of someone else.

Details

Career Level: *Postgraduate*
Unit Level: *Level 8*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

Students need to have completed 36 credit points within the Public Relations major prior to enrolling in 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 2 - 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 Postgraduate 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. **Peer assessment**
Weighting: 20%
2. **Presentation**
Weighting: 40%
3. **Practical 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.

Unit Learning Outcomes

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

1. Identify contemporary examples of celebrity public relations
2. Define elements of strategic communication in the context of celebrity
3. Critically evaluate strategic communication techniques in the context of celebrity
4. Plan and implement an ethical celebrity communication strategy

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
1 - Peer assessment - 20%	•			
2 - Presentation - 40%		•	•	
3 - Practical Assessment - 40%				•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Knowledge	°	°	°	°
2 - Communication	°	°	°	°
3 - Cognitive, technical and creative skills		°		
4 - Research	°	°		°
5 - Self-management			°	°
6 - Ethical and Professional Responsibility			°	°
7 - Leadership				°
8 - Aboriginal and Torres Strait Islander Cultures				

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

Amy Johnson Unit Coordinator
a.johnson2@cqu.edu.au

Schedule

Module 1: Agent to the stars - 10 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
This unit is primarily about creating and controlling fame, so before we create it, we need to understand what it is. Module 1 examines a number of theoretical concepts to explain celebrity motivation and potential consequences of being in the public spotlight. We define 'celebrity' and consider the various ways an individual can be famous. This module situates 'celebrity' as the individual, their image and their status. The concepts in this module allow you to explore 'celebrity' outcomes for any individual, including yourself. This module starts us thinking about the ethics and morals involved in developing and presenting a personal brand.	There is no textbook. Set readings are available on the eReading list on Moodle.	

Module 2: Social Butterflies - 24 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Interacting via social media is normal for digital natives, but have you ever stopped to think about how our identity appears online? In this module we consider some uncomfortable truths about sharing and baring all online. This module draws on previous knowledge of public relations techniques to identify the various online profiles an individual might choose to portray, and how to determine appropriate personal branding. The module will consider the nature of a fan-base, personal activism and the staging and positioning implicit in becoming a role model.	There is no textbook. Set readings are available on the eReading list on Moodle.	**Identifying celebrity** Due: Week 3 Friday (28 July 2023) 5:00 pm AEST

Module 3: Let's go old school - 07 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic

In the last module we looked at social media positioning but that's not the only way we hear about people and celebrities. In this module, we think about news media, events and other forms of promotion. An individual might know how they want to appear and what they want to say, then they also need to get the right people to hear their message. Celebrities generate fans, and with fandom comes an opportunity to tailor messages. We also continue to think about the long-term consequences of fame.

There is no textbook. Set readings are available on the eReading list on Moodle.

Vacation Week - 14 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic

Module 4: Being judged - 21 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Let's talk about social influencers, and the ethics and morals involved in seeking insta-fame. Fame creates personal consequences since it introduces a level of scrutiny not felt by the majority of the population. Fame also imposes leadership and role model responsibilities. At its core, public relations is about manipulation. Managed unethically, this power can result in hurt or harm, not only to the celebrity but also to those who follow them. This module considers celebrity public relations in the context of the Public Relations Institute of Australia's Code of Ethics. You will also think about the emotional intelligence required in presenting a personal brand.	There is no textbook. Set readings are available on the eReading list on Moodle.	**Workbook and Reflection** Due: Week 7 Friday (1 Sept 2023) 5:00 pm AEST

Module 5: Fame and Infamy - 04 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
There is power in public opinion. Whilst positive public opinion can bring great reward, what happens if the opposite occurs? This module considers reputation management especially when it relates to scandals, lies and cover-ups. When dealing with individuals, human nature comes into play. Temptations and mistakes can occur. The scrutiny can be intense, so intense that some individuals may choose to hide from it completely by lying or attempting to cover-up the mistake. This module considers negative publicity or unwanted publicity, and how it might be possible to rebuild or recover a personal brand.	There is no textbook. Set readings are available on the eReading list on Moodle.	

Module 6: Creating a Personal Profile - 18 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic

Action stations! Get ready to be judged by public opinion. In this module, we learn how to plan and create a strategy to boost public awareness of an individual. Not everything will go to plan so we will learn about creating contingencies and developing ethical strategies that are realistic for an individual to maintain for an extended period of time. You will put into practice this knowledge as you create a real-world personal profile for an individual.

There is no textbook. Set readings are available on the eReading list on Moodle.

Week 12: Review - 02 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic
There is no new content this week. Use the time to finalise your assessment.		

Review/Exam Week - 09 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic
		Boost a public profile Due: Review/Exam Week Monday (9 Oct 2023) 11:59 pm AEST

Exam Week - 16 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Identifying celebrity

Assessment Type
Peer assessment

Task Description
This assessment is in two parts.
Part One has two elements. Part One Element One requires you to select an example of celebrity public relations and share the example with the rest of the class. **Part One Element Two** requires you to then assess two other student examples, based on provided feedback criteria as to whether the example presented is a good example of celebrity public relations. You will be graded in two parts: the quality of the selection of your example, and the quality of feedback provided to peers.
Part Two is to choose a person to promote for Assessment 3. In 300 words, you must justify their motivation for fame, and explain the benefit in lifting their public profile.
Marking criteria is available on Moodle. A feedback criteria sheet and instructions for providing feedback to others is also available on Moodle.
Part One Element One – 5%
Select an example of an individual who has deliberately engaged in public relations activities to manipulate or boost their public profile. You might identify this individual from news media or social media or from some other form of deliberate public relations activity. Explain who the individual is and justify why they meet the definition of 'celebrity'. Support this justification with appropriate academic references. Consider the personal branding the individual is trying to portray. Explain the ethical considerations implicit in this brand. Use the exemplar on Moodle to guide the presentation of your document. The word count for this Part is **200 words**. Do not be misled by the small word count. This is designed to be deliberately challenging. You will need to think carefully about what information you include for this assessment. This assessment is to provide an overview of the individual only, and to explore concepts that will be expanded during the unit (such as celebrity, public relations, personal branding and ethics).
Part One Element One is due in **Week 2**. Instructions for submission are on Moodle.
Part One Element Two -10%

You will be provided with criteria for providing feedback to peers. Using this criteria, you will provide feedback on two student submissions. You will explain whether the example of celebrity submitted meets the definition of 'celebrity' and you will provide helpful comments on the public relations elements evident in the celebrity's brand.

Your grade for Part One Element Two will be based on the quality of the feedback you provide. You are expected to provide **100-150 words** of feedback per submission.

Part One Element Two is due in **Week 3**. Instructions on how to complete the peer feedback is on Moodle.

Part Two – 5%

Part Two is due in Week 3, via the assessment submission tile on Moodle. Your task is to Review the requirements of Assessment 3 (which is due at the end of term). In Assessment 3, you will boost a personal profile for a real individual. You are permitted (and encouraged) to choose yourself. You are permitted to work in optional groups to promote a fellow student. For this Assessment (Assessment 1, Part Two), you must nominate the individual you have selected for Assessment 3. In **200 words**, explain their motivation for an increased public profile. Conduct a preliminary online search on this individual. Include a description of their publicly available social media presence, the number of followers or subscribers, the number of posts, and any other relevant information that can be used to justify the choice. This information will form a baseline for any promotion that is to follow. You MUST include an authorisation from the individual to use their identity for a real campaign.

The main outcome of Part Two is to ensure the individual is a viable choice for Assessment 3.

Assessment Due Date
Week 3 Friday (28 July 2023) 5:00 pm AEST
Part One Element One must be posted by Friday of Week 2, to allow time for the completion of Part One Element Two.

Return Date to Students
Week 5 Friday (11 Aug 2023)
Assessments will usually be marked and returned within ten days.

Weighting
20%

Assessment Criteria
Detailed marking criteria are available on Moodle.
Part One will be assessed on:

- Appropriate selection of individual
- Quality of justification of celebrity
- Quality of link to public relations
- Quality of ethical considerations in branding
- Presentation
- Adherence to word count

Part One Element Two will be assessed on:

- Adherence to feedback criteria as provided
- Quality of feedback provided
- Number of peers reviewed
- Adherence to word count per review

Part Two will be assessed on

- Quality of preliminary online search
- Quality of justification of selection of individual
- Viability of campaign success
- Inclusion of Authority to Proceed

Referencing Style

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

Submission
Online

Submission Instructions
Part One will be submitted on the Moodle Forums. Part Two will be submitted as a Word document via the Assessment submission tile.

Learning Outcomes Assessed

- Identify contemporary examples of celebrity public relations

2 Workbook and Reflection

Assessment Type
Presentation

Task Description
This Assessment is in two parts.
Part One is the completion of a workbook, submitted via a Word document on Moodle. **Part Two** is a verbally presented critical reflection of the lessons learned during completion of the workbook, and the lessons learned moving forward to Assessment 3, submitted as a MP4 sound file.

Part One – 30%
Each Module on Moodle contains a series of activities. These activities are designed to apply the content being learned in that Module. Using the workbook template on Moodle, complete 10 activities. (There are more than 10 activities provided.) Consider which activities you choose because many of the activities can be used as a stepping stone to developing content for Assessment 3. Chosen strategically, completion of the activities will guide a quality campaign.

Part Two – 10%
Use a voice recorder to record yourself reflecting on the lessons learned from the workbook activities. Use this part of the assessment to discuss problems or issues that you are now considering for Assessment 3. Think of this part as a forward-facing consideration of the assessment that is to follow, based on your learning of the theory so far. A transcript is not required, however you will be assessed on the clarity of thought and voice expression. The maximum time of the recording is **three minutes**.

Assessment Due Date
Week 7 Friday (1 Sept 2023) 5:00 pm AEST
Include Word document for Workbook and MP4 file for reflection

Return Date to Students
Week 8 Friday (8 Sept 2023)
Assessments will be marked and returned within 10 days

Weighting
40%

Assessment Criteria
A detailed marking criteria is available on Moodle.
Students will be assessed on:
Part One

- Adherence to requirements of the activities
- Quality of writing
- Quality of presentation

Part Two

- Quality of voice
- Clarity of thought
- Quality of reflection
- Link to expected outcomes of Assessment 3
- Adherence to time limit

Referencing Style

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

Submission
Online

Submission Instructions
Submit one Word document for the Workbook and one MP4 file for the reflection.

Learning Outcomes Assessed

- Define elements of strategic communication in the context of celebrity
- Critically evaluate strategic communication techniques in the context of celebrity

3 Boost a public profile

Assessment Type
Practical Assessment

Task Description
This assessment requires you to plan and implement a celebrity public relations campaign to boost the profile of an individual. You will use the elements as determined in Assessment 2 and the lessons learned to create an **ethical** publicity campaign for an individual. The topic of the campaign will be as identified in Assessment 1 Part Two, unless otherwise negotiated with the Unit Coordinator, and may include an opportunity to work with other students who are wanting to boost their professional profile. You are expected to conduct the campaign for a minimum period of three weeks. This is an actual campaign for a real person, with real timeframes and real consequences.
You will present a written document explaining who you chose, what you did and the result. You are expected to include evidence of the campaign. This may include screen shots of social media posts, news clippings, photographs of an event, or a link to a website. There must be some form of evaluation, as a before and after measure of profile. You may choose to promote yourself.
Some ideas of things you can do:

- **Boost your online presence**. Set up a personal website or a professional LinkedIn identity, with a strategy to boost the numbers of followers. This might be achieved by posting to LinkedIn, following groups and actively engaging with a professional community. You might choose this option if you want to promote yourself and get a new job. You could also choose this option on behalf of another individual.
- **Personal activism**. Host an event to publicise an issue. You might link this to an awareness day as a means of deliberate messaging, or you might respond to an issue currently in the media. In this option, you are representing an individual who will become identified as an advocate for a particular issue. The individual will be branded with this activist identity. This individual can be yourself.
- **Promotion of a sole-operator business**. An individual who runs their own business or who has a job where there is a high public profile can benefit from promoting themselves as a way of promoting their business. In this case, the personal branding would be closely aligned with the needs of the business or the professional position held by the individual. Techniques for promotion could include becoming an expert spokesperson for a topic, and publicly commenting on events related to that topic.

There are many options! Speak to the Unit Coordinator about your idea.
The word count for the final report is **2,500 words**.

Assessment Due Date
Review/Exam Week Monday (9 Oct 2023) 11:59 pm AEST
Presented as a single document, with hyperlinks as required

Return Date to Students
Exam Week Friday (20 Oct 2023)
Assessment will be marked and returned within 10 days

Weighting
40%

Assessment Criteria
A detailed marking criteria is available on Moodle.
Students will be assessed on:

- Selection of the individual
- Appropriateness of the campaign idea in the context of the unit
- Development of identifiable personal brand
- Relevance of public relations and communication techniques used
- Evaluation of campaign
- Presentation

- Adherence to word count
- Referencing

Referencing Style

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

Submission
Online
Submission Instructions
One single document, containing hyperlinks if necessary, submitted via Assessment tile on Moodle.
Learning Outcomes Assessed

- Plan and implement an ethical celebrity communication strategy

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