# MDIA1003

Public Relations and Advertising Foundations

Term Three // 2019

# Course Overview

## Staff Contact Details

### Convenors

| Name | Email | Availability | Location | Phone |
|------|-------|--------------|----------|-------|
| Peter Roberts | p.j.roberts@unsw.edu.au | Tuesday 2.00pm-4.00pm | Robert Webster 231P | N/A |

### Tutors

| Name | Email | Availability | Location | Phone |
|------|-------|--------------|----------|-------|
| Miriam Cabello | m.cabello@unsw.edu.au | N/A | N/A | N/A |
| Ashley McGrath | ashley.mcgrath@unsw.edu.au | N/A | N/A | N/A |
| Ayesha Hasan | ayesha.hasan@unsw.edu.au | N/A | N/A | N/A |

## School Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: https://sam.arts.unsw.edu.au

The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

# Course Details

## Credit Points 6

## Summary of the Course

Subject Area: *Media*

This course provides a comprehensive introduction to Public Relations and Advertising Principles in an Australian and international context. You will examine the history, growth, and contemporary influence of both disciplines. The foundations of PR and advertising are studied, as are their influence within and outside organisations, and the linkages both disciplines have in the "communications mix". You will be able to understand similarity and difference between PR and advertising in relation to communication strategy, research, media relations, industry and professional pathways. You will also gain an appreciation of the ethical dimensions and issues in allied communication disciplines.

## Course Learning Outcomes

1. Explain the fundamental natures of PR and advertising, including theories, contemporary practice in a wide variety of arenas, and emerging trends.
2. Evaluate concepts of publics/audiences, relationships and ethical practice.
3. Analyse local and international PR case studies.
4. Deploy knowledge of and skills in professional writing.

## Teaching Strategies

This course offers students a solid foundation to the theory and practice of PR and advertising. Utilising academic and practitioner perspectives on promotional culture, it will give students insights into how PR and advertising professionals develop strategies and tactics to achieve overarching goals and specific objectives. Lectures provide essential insights into key theories and case studies, building on and extending ideas encountered in the set readings. Tutorials employ active learning strategies, structured around group-based tasks relevant to working in public relations and advertising. Students receive ongoing support and feedback on in-class work, while assessments reflect the integrated academic and practitioner perspectives around which the course is based.

# Assessment

This Course Outline provides only the most basic information regarding the assessments. Detailed instructions for all assessments are available on Moodle.

**You must complete and submit all three assessment tasks in order to pass the course.**

## Assessment Tasks

| Assessment task | Weight | Due Date | Student Learning Outcomes Assessed |
|---|---|---|---|
| Campaign Analysis Presentation | 30% | Week 4 in class | 1,2,3 |
| Client Pitch Development Milestones | 20% | Weeks 5, 7, 8 & 9 in class | 1,2,4 |
| Client Pitch | 50% | Week 10 | 1,2,4 |

## Assessment Details

### Assessment 1: Campaign Analysis Presentation

**Start date:**

**Details:** In groups of 4, students deliver 15-minute presentations accompanied by submission of slides to Moodle, with written feedback provided.

### Assessment 2: Client Pitch Development Milestones

**Start date:**

**Details:** Weekly tasks developing the final assessment for which students submit work-in-progress and receive verbal formative feedback in tutorial.

### Assessment 3: Client Pitch

**Start date:**

**Details:** A 2,500-word practical writing task that includes a client pitch and content examples submitted to Turnitin, with written feedback.

## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

# Course Schedule

[View class timetable](#)

## Timetable

| Date | Type | Content |
|---|---|---|
| Week 1: 16 September - 20 September | Lecture | Introducing Public Relations and Advertising<br><br>This week will give an overview of the course, including the assessments and how the lectures, tutorials and readings link up. You will be introduced to key topics and debates in the theory and practice of public relations and advertising. Part of our purpose this week will be to challenge preconceived ideas about the field, but we will also consider its history and the links between industry skills and critical analysis. |
| | Tutorial | **PLEASE NOTE THAT TUTORIALS BEGIN IN WEEK ONE!**<br><br>In tutorial, we will meet one another, go over the course in some detail and discuss different ways in which we can understand PR and advertising. |
| Week 2: 23 September - 27 September | Lecture | **Promotional Cultures**<br><br>Understanding what PR and advertising are – and what they are not – is not as easy as it might seem at first glance. This week, we will look at some different ways of understanding public relations and advertising, and consider their place within society, culture and the economy. We will ask how they arise from and contribute to wider discourses and the social and cultural values we attach to them. Drawing on case studies from Australia and overseas, we will begin to examine how PR and advertising persuade and communicate across industries, within organisations, in times of crisis, and to produce commercial, social, and political outcomes. You will be briefed in more detail on Assessment 1: Campaign Analysis, which asks you to put into practice the techniques of analysis introduced this week. |
| | Tutorial | In the tutorial, we will go into depth on the nature of PR and advertising, and their wider social, cultural and economic role, You will also be put in your |

| | | groups for the Campaign Analysis Presentation (Assessment 1) |
|---|---|---|
| Week 3: 30 September - 4 October | Lecture | **Promotional Campaigns & Texts**<br><br>This week we will look at the key object for understanding public relations and advertising: the campaign. Essential to understanding what PR and advertising can do is understanding what has been done in the past. So our approach will be historical and theoretical, linking how campaigns have developed to the way they work (or don't!). This week will also serve as a primer to one of the most important practical skills you will develop in this course: campaign analysis, grounded in specific examples and relevant theory. We will also examine promotional texts; texts, of course, aren't just words on a page. Texts can be images, videos, music, speech, games, and even experiences. In short, texts deliver meaning. So our focus is on how meaning words. We break down ideas from the French philosopher Roland Barthes about how language works as a system of signs to produce myths. And we consider how language fits into wider discourse, and why this matters for promotional texts. |
| | Tutorial | In tutorials, we will consider campaigns and campaign analysis in more detail via discussion of the readings and relevant examples. There will also be an opportunity to discuss the Campaign Analysis assessment in more detail, and we'll look at promotional texts in more detail. *You must come to class with an example of a PR or advertising campaign that you think is particularly interesting or powerful.* |
| Week 4: 7 October - 11 October | Lecture | **Elements (I) – Briefing and Researching**<br><br>As the emphasis of the course shifts from theory to practice, we turn to specific elements of PR and advertising. Namely, research, planning and briefing. As we have seen already, strong research is the foundation for successful campaigns. But to get there, practitioners need a clear, direct and informed brief from the client. This week, we look at briefs and the briefing process, then turn to how research is conducted and consider its place within the process. Research fuels good planning, which provides the structure of any campaign. |
| | Tutorial | In tutorials, we will have our Campaign Analysis |

| | | presentations. Then, we introduce a new model for the remaining classes: the Agency. After some brief discussion of readings and concepts, you will begin work on the major assessment of the course - the client pitch. |
| --- | --- | --- |
| | Assessment | Assessment 1: Campaign Analysis Presentations |
| Week 5: 14 October - 18 October | Lecture | **Client Briefing**<br><br>This lecture is compulsory and will not be recorded!<br><br>In this week's lecture, you will be briefed on Assessment 3. You will hear directly from the Client about their organisation and its promotional needs. There will be an opportunity to ask questions, depending on the available time. |
| | Tutorial | In tutorials, we will focus on Assessment 3: Client Pitch. We will also meet the first of our development milestones for the pitch, for which you submit work-in-progress and receive verbal formative feedback. |
| | Assessment | Assessment 2: Client Pitch Development Milestones, in class |
| Week 6: 21 October - 25 October | Reading | **NO LECTURE OR TUTORIALS AS WEEK 6 IS A READING WEEK** |
| Week 7: 28 October - 1 November | Lecture | **Elements (II) – Strategy and Tactics**<br><br>Public relations and advertising professionals need to think strategically and tactically. They need to understand the big picture and know how to make the right choices in the execution of a campaign. This week, we'll look closely at the difference between strategy and tactics to make clear why what matters most is strong strategic thinking. You'll be introduced to the work of strategists within communications agency and consider its place within the PR and advertising process. |
| | Tutorial | After some brief discussion of readings and concepts, you will work on the second of your development milestones. |
| | Assessment | Assessment 2: Client Pitch Development Milestones, in class |
| Week 8: 4 November - 8 November | Lecture | **Elements (III) - Messages and Stories**<br><br>In Weeks 5 and 6 we learned how important meaning-making and persuasion are to public |

| | | relations and advertising. This week, we consider how to connect with an audience in practice. It's rarely enough to have a witty tag line or clever image: you need to tell a story and you need to stage that telling. We will look at how storytelling works, from structuring narratives to powerful writing. But we will also ask how stories are staged, with a particular focus on the trend towards experiential campaigns. |
|---|---|---|
| | Tutorial | Following some discussion of storytelling and messaging techniques, you will develop your third client pitch development milestone. |
| | Assessment | Assessment 2: Client Pitch Develpment Milestones, in class |
| Week 9: 11 November - 15 November | Lecture | **Elements (IV) - Media Forms**<br><br>The best message means nothing if it doesn't connect with the right people. That makes the how of delivery at least as important as the what. Too often, practitioners think about media too narrowly – they focus on the specific form of the media or fail to think outside the box. This week, we look at different media forms, from social to mass to experiential media, and consider how they relate to PR and advertising. While the pros and cons of various media are useful to know, what matters more is how media fit the message and reach the right audience the right way. |
| | Tutorial | Following discussion, you will develop your final client pitch development milestone. |
| | Assessment | Assessment 2: Client Pitch Development Milestones, in class |
| Week 10: 18 November - 22 November | Lecture | **Professional Practice (I) - Industry Panel**<br><br>*This lecture is compulsory and the recording will not be made available!*<br><br>This week, your lecture will feature a panel of guests from the public relations and advertising industry. There will be a moderated discussion about professional and ethical practice, the skills necessary to succeed, and the future directions of promotional industries. There will also be an opportunity to ask questions of our guests, so think about what you'd like to know about PR&A as a profession! |
| | Tutorial | Following discussion, you will have an extended opportunity for discussion of Assignment 3: Client Pitch. |
| | Assessment | Assessment 3: Client Pitch due 16.00, November |

| | | 22 | |
|---|---|---|---|

# Resources

## Prescribed Resources

Not available

## Recommended Resources

Not available

## Course Evaluation and Development

We are committed to improving MDIA1003 and have benefited greatly from student feedback on the course. In addition to the MyExperience surveys conducted at the end of each semester, there will be an opportunity for feedback mid-semester. You are also welcome to email or visit me, Peter Roberts, at any point to raise specific concerns.

Student feedback is evaluated in relation to the learning objectives of the course and changes are implemented to improve the experience and outcomes for students. For example, in 2017 the final assessment was reduced in weight and broken into two components based on feedback from students in 2016.

# Submission of Assessment Tasks

## Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

# Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (http://www.lc.unsw.edu.au/). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.
http://subjectguides.library.unsw.edu.au/elise/aboutelise

## Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

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