

MDIA1003

Public Relations and Advertising Foundations

Term 3, 2021



Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Peter Roberts	p.j.roberts@unsw.edu.au	Wednesday 12.00pm-2.00pm	Robert Webster 311H	N/A

Tutors

Name	Email	Availability	Location	Phone
Nidia Raya Martinez	n.rayamartinez@unsw.edu.au	Tutorials	N/A	N/A
Ashley McGrath	ashley.mcgrath@unsw.edu.au	Tutorials	N/A	N/A

School Contact Information

School of the Arts and Media

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Acknowledgement of Country

UNSW Arts, Design and Architecture Kensington and Paddington campuses are built on Aboriginal Lands. We pay our respects to the Bidjigal and Gadigal peoples who are the Custodians of these lands. We acknowledge the Aboriginal and Torres Strait Islander peoples, the First Australians, whose lands, winds and waters we all now share, and pay respect to their unique values, and their continuing and enduring cultures which deepen and enrich the life of our nation and communities.



Image courtesy of the Office of the Pro Vice-Chancellor Indigenous [UNSW's Indigenous strategy](#)

Course Details

Units of Credit 6

Summary of the Course

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 task	Weight	Due Date	Course Learning Outcomes Assessed
1. Campaign Analysis Presentation	30%	Week 3 in class	1, 2, 3
2. Client Pitch Development Milestones	20%	Weeks 5, 7, 8 & 9 in class	1, 2, 4
3. Client Pitch	50%	Friday, 19 November	1, 2, 4

Assessment 1: Campaign Analysis Presentation

Due date: Week 3 in class

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

This is not a Turnitin assignment

Additional details

To develop successful communication campaigns of your own, you have to understand how campaigns work. Working in groups of 4, your task is to identify and analyse a communication campaign. You must choose a public relations or advertising campaign from the past year (2020-2021) that has NOT been discussed in detail in the lectures.

Assessment 2: Client Pitch Development Milestones

Due date: Weeks 5, 7, 8 & 9 in class

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

This is not a Turnitin assignment

Additional details

For four weeks you will get the opportunity to develop your thinking in terms of key aspects of your pitch. In class, you will get the chance to demonstrate your understanding of these critical elements. In weeks 5, 7, 8 and 9 you will look at these 'component parts' of the plan, and outline your ideas for each in regards to their appropriateness, strengths and any inherent weakness.

Assessment 3: Client Pitch

Due date: Friday, 19 November

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

Additional details

You will be briefed by a client on a public relations situation. Your task is to produce a pitch to the client for an effective public relations campaign. The Client Pitch will build on the development milestones already developed in class. To show the client how the campaign will look in action, you must also produce sample content: a media release (200 words) announcing the launch of the campaign and 400 words (or equivalent) of additional content.

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: 13 September - 17 September	Lecture	Introducing Public Relations and Advertising 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	<i>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. You will also be put in your groups for the Campaign Analysis Presentation (Assessment 1)</i>
Week 2: 20 September - 24 September	Lecture	Promotional Cultures 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.
	Tutorial	<i>In the tutorial, we will go into depth on the nature of PR and advertising, and their wider social, cultural and economic role. You must also come to class with an example of a PR or advertising campaign that you think is particularly interesting or powerful.</i>
Week 3: 27 September - 1 October	Lecture	PR & Advertising Campaigns

		<p>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.</p>
	Tutorial	<i>In tutorials, we will have our campaign analysis assessments.</i>
	Assessment	Assessment 1: Campaign Analysis Presentations
Week 4: 4 October - 8 October	Lecture	<p>Elements (I) – Briefing and Researching</p> <p>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.</p>
	Tutorial	<i>In tutorials, 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.</i>
Week 5: 11 October - 15 October	Lecture	<p>Client Brief</p> <p>This lecture is compulsory. 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 also be an opportunity to ask questions.</p>
	Tutorial	<i>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</i>

		<i>formative feedback.</i>
	Assessment	Assessment 2: First Client Pitch Development Milestone, in class.
Week 6: 18 October - 22 October	Reading	NO LECTURE OR TUTORIALS AS WEEK 6 IS A READING WEEK
Week 7: 25 October - 29 October	Lecture	<p>Elements (II) – – Strategy and Tactics</p> <p>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.</p>
	Tutorial	<i>In tutorials, after some brief discussion of readings and concepts, you will work on the second of your development milestones.</i>
	Assessment	Assessment 2 - Second Client Pitch Development Milestone, in class.
Week 8: 1 November - 5 November	Lecture	<p>Elements (III): Messages and Stories</p> <p>In Weeks 5 and 7, 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.</p>
	Tutorial	<i>Following some discussion of storytelling and messaging techniques, you will develop your third client pitch development milestone in the week's tutorials.</i>
	Assessment	Assessment 2 - Third Client Pitch Development Milestone, in class.

Week 9: 8 November - 12 November	Lecture	<p>Elements (IV): Media Forms</p> <p>The best message means nothing if it doesn't connect with the right people. That makes the <i>how</i> of delivery at least as important as the <i>what</i>. 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.</p>
	Tutorial	<p><i>Following discussion in the tutorials, you will develop your final client pitch development milestone.</i></p>
	Assessment	<p>Assessment 2 - Fourth Client Pitch Development Milestone, in class.</p>
Week 10: 15 November - 19 November	Lecture	<p>Professional Practice (I): Views from the Industry</p> <p>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!</p>
	Tutorial	<p><i>In the week's tutorials, following discussion, you will have an extended opportunity for discussion of Assignment 3: Client Pitch</i></p>

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 includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original 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 for the purpose of them plagiarising, 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

The [UNSW Academic Skills support](#) offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. 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 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

Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided.)

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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