



UNSW
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MDIA5023

Public Relations Strategy

Term Three // 2020

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Jing Zhao	jing.zhao@unsw.edu.au	Thursday 14:00-15:00	Rm231D, Robert Webster	93858066

School Contact Information

School of the Arts and Media

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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

This course will provide you with a contemporary and critical understanding of the fundamental concepts and processes that underpin public relations strategies and campaigns. The course focuses on strategic communication planning, public relations research, the role of culture in public relations, issues and crisis communication, corporate social responsibility and ethics.

Course Learning Outcomes

1. Identify a range of approaches and debates about the nature, role and value of public relations
2. Identify and distinguish between strategic and tactical insights in the contexts of planning and campaign development
3. Apply communication and strategy concepts to campaign planning and prepare public relations communication texts and materials
4. Apply a range of essential takeaways from ethical public relations practice and corporate social responsibility

Teaching Strategies

This course will employ seminars to provide regular opportunities for productive dialogues and collaboration. Students will engage in strategy development and analysis, discuss contemporary scenarios, analyse case studies and develop communication texts. The learning process will emphasise 'real world' public relations problems, challenges and opportunities to assist students to relate theoretical concepts to the practice of public relations. Interactive and reflective teaching approaches will be prioritised along with conceptual frameworks and applied methods.

Assessment

More guidelines and support resources are available on Moodle.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Report	30%	18/10/2020 11:59 PM	1,2,3,4
Tutorial facilitation	20%	per seminar schedule	1,2
Campaign Critique	50%	22/11/2020 11:59 PM	1,2,3,4

Assessment Details

Assessment 1: Report

Start date:

Length: 1000 words

Details:

1000 word individual report.

Feedback via Turnitin.

Additional details:

More guidelines and support resources are available on Moodle.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 2: Tutorial facilitation

Start date:

Length: 10 mins per person in a group

Details:

Group assignment. 10 mins per person.

Feedback via Turnitin.

Additional details:

More guidelines and support resources are available on Moodle.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 3: Campaign Critique

Start date:

Length: 1500 words

Details:

1500 words.

Feedback via Turnitin.

Additional details:

More guidelines and support resources are available on Moodle.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

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: 14 September - 18 September	Seminar	Introduction to Public Relations
Week 2: 21 September - 25 September	Seminar	Research in Public Relations
Week 3: 28 September - 2 October	Seminar	Public Relations, Communication Models and Persuasion
Week 4: 5 October - 9 October	Seminar	Cultural Approach to Public Relations
Week 5: 12 October - 16 October	Seminar	Participatory Culture
Week 6: 19 October - 23 October	Reading	BREAK :-)
Week 7: 26 October - 30 October	Seminar	Public Relations in the Digital Age
Week 8: 2 November - 6 November	Seminar	Corporate Social Responsibility
Week 9: 9 November - 13 November	Seminar	Issues and Crisis Communication
Week 10: 16 November - 20 November	Seminar	Evaluation in Public Relations

Resources

Prescribed Resources

Available on Moodle.

Recommended Resources

Available on Moodle.

Course Evaluation and Development

This course will undergo continual development, via feedback processes such as student surveys and collegial review. We therefore take your feedback very seriously. We will also collect informal feedback in the form of anonymous suggestions and comments throughout the course.

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/>

Image Credit

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Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.