



UNSW
A U S T R A L I A

School of the Arts and Media

Faculty of Arts and Social Sciences

MDIA1003

Public Relations and Advertising Principles

Session 2, 2016

Course Outline

Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Convener	Michael Richardson	michael.richardson@unsw.edu.au	Monday 11am-12pm, Thursday 11am-12pm, Friday 10am-11am	Robert Webster 231C	9385 8531
Tutor	Victor Cabello	v.cabello@unsw.edu.au	N/A	N/A	N/A
Tutor	Miriam Cabello	miriam@mlcdesign.com.au	N/A	N/A	N/A
Tutor	Roanna Gonsalves	roannag@gmail.com	N/A	N/A	N/A
Tutor	Peter Roberts	p.j.roberts@unsw.edu.au	N/A	N/A	N/A
Tutor	Carla Guedes	carlabentoguedes@gmail.com	N/A	N/A	N/A

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>

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who attends less than eighty per cent (80%) of the classes within a course may be refused final assessment and/ or awarded a final grade of UF (Unsatisfactory Fail).

- For a course with 12 tutorials or seminars and 12 lectures you can miss no more than 2 tutorials or seminars and 2 lectures.
- For a course with 4 tutorials or seminars and 4 lectures you need to attend all components of the course. If you need to miss one of the components please make an application using UNSW Special Consideration
- If your course has 12 seminars, you can miss no more than 2 seminars.
- If your course has 12 lectures, 12 studios and 12 tutorials then you can miss no more than 2 classes for each of the components

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the SAM attendance protocols, see the SAM policies and guidelines webpage:

<https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Essential Information

All SAM students must make a serious attempt at all assessments in order to pass the course.

For essential student information relating to: attendance requirements; requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential matters, see the SAM Policies and Guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Course Details

Credit Points 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.

At the conclusion of this course the student will be able to

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

Rationale for the inclusion of content and teaching approach

The course will offer students a solid introduction to the theory and practice of PR and advertising. **It will give students insights into how PR and advertising professionals systematically research their publics/audiences and create strategies aligned to organisational goals.** This course is Core in the Bachelor of Media (Public Relations and Advertising) and an elective for students undertaking other Bachelor of Media programs.

Teaching strategies

This course uses face-to-face teaching with a one and a half hour lecture and a one and a half hour tutorial to allow for collaborative work, discussion of set readings and practical exercises. Lecture material is invaluable to discussions and exercises in tutorials.

Assessment

There are three assessment components: in order to pass the course you must seriously attempt and submit or fulfil all of its assessment components. Take the time to carefully read the Assessment Criteria, as these are what you will be graded on. Assessment combines academic and practical tasks to develop your skills in writing, research and analysis, helping establish a strong foundation for your studies and introduce you to core industry skills.

Detailed instructions for the assessments are available on Moodle, along with links for the submission of each task.

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
PR Situation	20%	10 minute presentation + 500 word presentation notes (group task)	In Class, Weeks 5 & 6	Turnitin, via Moodle
Minor Essay	30%	1,00 words	Week 9, Thursday, 22 September 2016, 11:59pm	Turnitin, via Moodle
Client Pitch	50%	2,500 words	Week 13, Friday, 28 October 2016, 11:59pm	Turnitin, via Moodle

Assessment Details

Assessment 1: PR Situation

Details: This small group assessment has two components: a 10 minute oral presentation and 500 word presentation summary, submitted at the time of presentation. Written feedback is provided.

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

Learning outcomes:

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

Assessment 2: Minor Essay

Details: This assessment is a 1,000 word essay. Written feedback is provided.

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

Learning outcomes:

- Explain the fundamental natures of PR and advertising, including theories, contemporary practice in a wide variety of arenas, and emerging trends.
- Evaluate concepts of publics/audiences, relationships and ethical practice.
- Analyse local and international PR case studies.

Assessment 3: Client Pitch

Details: This final assessment is a 2,500 word practical writing task that includes a client pitch and content examples. Written feedback is provided. This is the final assessment.

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

Learning outcomes:

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

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

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 in SAM there will no longer be any hard-copy submission; assessments 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.

Late Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- * Prevent you from completing a course requirement,
- * Keep you from attending an assessable activity,
- * Stop you submitting assessable work for a course,
- * Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including 'When to Apply', 'How to Apply' and 'Supporting Documentation' please refer to the Special Consideration website: <https://student.unsw.edu.au/special-consideration>

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 information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.
- 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 include:

- 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. 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.

Course Schedule

Timetable

Date	Type	Content
Week 1: 25 - 29 July	Lecture	Introducing Public Relations and Advertising
	No tutorials this week.	Tutorials start in Week 2.
Week 2: 1 - 5 August	Tutorial	Introducing Public Relations and Advertising
	Lecture	Promotional Cultures
Week 3: 8 - 12 August	Tutorial	Promotional Cultures
	Lecture	PR and Advertising Campaigns
Week 4: 15 - 19 August	Tutorial	PR and Advertising Campaigns
	Lecture	Critical Approaches
Week 5: 22 - 26 August	Tutorial	Critical Approaches
	Lecture	Promotional Texts
	Assessment	Presentations (1)
Week 6: 29 August - 2 September	Tutorial	Promotional Texts
	Lecture	Elements (I) – Briefing and Researching
	Assessment:	Presentations (2)
Week 7: 5 - 9 September	Tutorial	Elements (I) – Briefing and Researching
	Lecture	Elements (II) – Strategy and Tactics
Week 8: 12 - 16 September	Tutorial	Elements (II) – Strategy and Tactics
	Lecture	Elements (III) - Storytelling and Staging
Week 9: 19 - 23 September	Tutorial	Elements (III) - Storytelling and Staging
	Lecture	Elements (IV) - Media Forms
	Assessment	Essay
Week 10: 4 - 7 October	Tutorial	Elements (IV) - Media Forms
	Lecture	Professional Practice (I) - The Client
Week 11: 10 - 14 October	Tutorial	Professional Practice (I) - The Client
	Lecture	Professional Practice (II) - The Practitioner
Week 12: 17 - 21 October	Tutorial	Professional Practice (II) - The Practitioner
	Lecture	Public Relations and Advertising Principles in Action
Week 13: 24 - 28 October	Tutorial	Public Relations and Advertising Principles in Action
	Lecture	No lecture in Week 13
	Assessment	Client Pitch

Resources

Prescribed Resources

All required readings and other resources are provided via Moodle, along with a description of each course topic. You should do the readings between the lecture and tutorial. For example, after the Week 1 lecture "Introducing Public Relations and Advertising" but before your tutorial in Week 2, you should read the Johanna Fawkes chapter.

Readings for Week 2 Tutorial: Introducing Public Relations and Advertising

1. Fawkes, Johanna. "What is public relations?" in Alison Theaker, ed. The Public Relations Handbook. Florence, US: Routledge, 2013, pp. 3-20.

Readings for Week 3 Tutorial: Promotional Cultures

1. Tye, Larry. The Father of Spin: Edward L. Bernays and the Birth of Public Relations. New York: Henry Holt, 1998, "CHAPTER 3: The Big Think", pp. 51-75.

2. Davis, Aeron. "Production: Industry and Its Critics" in Promotional Cultures, Cambridge: UK, Polity, 2013, pp. 15-32.

Readings for Week 4 Tutorial: PR and Advertising Campaigns

1. Holt, Douglas and Douglas Cameron, Cultural Strategy: Using innovative ideologies to build breakthrough brands. Oxford: Oxford University Press, 2012, "CHAPTER 2: Nike: Reinventing the American Dream," pp. 19-47.

2. Twitchell, James B. Twenty Ads That Shook the World. New York: Three Rivers Press, 2000, "Nike and Michael Jordan: The Hero as Brand", pp. 204-15.

3. Sutherland, Max. Advertising and the Mind of the Consumer: What works, what doesn't, and why, Sydney: Allen & Unwin, "CHAPTER 16: Planning campaign strategy around consumers' mental filing cabinets", pp. 183-9.

Readings for Week 5 Tutorial: Critical Approaches

1. Bourne, Clea. "Extending PR's critical conversations with advertising and marketing" in J. L'Etang, D. McKie, N Snow, J Xifra, eds, The Routledge Handbook of Critical Public Relations New York: Routledge, 2015, pp. 120-129

2. Watch the 2003 documentary No Logo: Brands, Globalization, Resistance, made by Kelly Garner, Loretta Alper, Sut Jhally, Thom Monahan and based on the book of the same name by Naomi Klein. Link: <http://unsw.kanopystreaming.com/video/no-logo-brands-globalization-resistance>

OR

3. Peretti, Jonah. 2001. "Culture Jamming, Memes, Social Networks, and the Emerging Media Ecology" This reading is NOT in the PDF (it displays better in your browser), so you will need to follow this link: <http://depts.washington.edu/ccce/polcommcampaigns/peretti.html>.

Readings for Week 6 Tutorial: Promotional Texts

1. Wharton, Chris. Advertising: Critical Approaches. New York: Routledge, 2015, "CHAPTER 7: Texts", pp. 112-29.

2. Berger, John. (1972). Ways of Seeing. London: British Broadcasting Corporation and Penguin, pp. 129-54.

3. Barthes, Roland. (1973). Mythologies. London: Paladin, pp. 65-71. "Wine and Milk" and "Steak and Chips."

Readings for Week 7 Tutorial: Elements (I) – Briefing and Researching

1. Mahoney, James. Strategic Communications: Principles and Practice. Melbourne: Oxford University Press, 2013, "CHAPTER 5: Analysing Organisational Communication Needs", pp. 65-88.

2. On Moodle, you'll find some example briefs and research documents to study in preparation for class.

Readings for Week 8 Tutorial: Elements (II) – Strategy and Tactics

1. Tilley, Elspeth. "Strategy and Planning" in Johnston, J., & Sheehan, M. (2014). *Public Relations: Theory and practice* (4th ed.). Sydney: Allen & Unwin, pp. 77-107.

2. On Moodle, you will find selected examples of briefs and other planning documents.

Readings for Week 9 Tutorial: Elements (III) - Storytelling and Staging

1. Mahoney, James. *Public Relations Writing*, 2nd ed., Melbourne: Oxford University Press, 2013, "CHAPTER 6: Writing and Placing a Media Release", pp. 86-110.

2. On Moodle, you will find selected examples of media releases and writing resources, as well as some other instances of storytelling.

Readings for Week 10 Tutorial: Elements (IV): Media Forms

1. Fill, Chris. *Marketing Communications: brands, experiences and participation*, 6th Edn. Harlow, UK: Pearson, 2013, "CHAPTER 24 – Media Planning: Delivering the Message", pp. 709-738.

2. On Moodle, you will find some examples to study in preparation for class.

Readings for Week 11 Tutorial: Professional Practice (I): The Client

1. Parsons, P. *Ethics in Public Relations: A Guide to Best Practice* (2nd ed). London: Kogan, 2008, pp. 131-148. "CHAPTER 15: The true reality of everyday ethics: making decisions."

2. On Moodle, you will find links to the Public Relations Institute of Australia (PRIA) Code of Ethics at <https://www.pria.com.au/documents/item/6317> and the Australian Association of National Advertisers (AANA) Code of Ethics at http://aana.com.au/content/uploads/2015/12/Code_of_Ethics_081215.pdf. Read these carefully.

3. There are also links to some short articles about 'greenwashing' in the mining and energy industry.

Readings for Week 12 Tutorial: Professional Practice (II): The Agency

1. Chia, Joy. (2012). "What is shaping public relations practice: challenges and developments" in Joy Chia and Gae Synott eds. *An Introduction to Public Relations and Communication Management*, 2nd edition. Melbourne: Oxford University Press, pp. 30-54.

2. Sullivan, Luke. (2012). *Hey Whipple, squeeze this!* 4th edition. Hoboken: Wiley, pp. 312-334.

3. On Moodle, there are also links to some websites describing the structure and roles found in public relations and advertising agencies.

Readings for Week 13 Tutorial: Public Relations and Advertising Principles in Action

No readings. You should prepare for class by reflecting on the course as a whole in the form of a short writing task posted to a dedicated forum.

Recommended Resources

All recommended readings and other resources are provided via Moodle.

Course Evaluation and Development

This course is evaluated using the CATEI survey feedback system, as well as an unassessed but compulsory reflective writing task towards the end of semester. Your input into improving the course is greatly valued and will help me improve the course. For example, based on student feedback I have increased the tutorial time dedicated to practical activities, improved organisation of course materials and a developed a clearer overall course narrative. I look to hearing your thoughts on the Principles of Public Relations and Advertising.