



Faculty of Arts & Social Sciences

School of the Arts and Media

MDIA1003

Public Relations and Advertising Principles

Session 2, 2014

UNSW Course Outline

MDIA1003
Session 2, 2014
CRICOS Provider Code: 00098G

1. Location of the course			
FACULTY	Arts and Social Sciences		
SCHOOL	School of the Arts and Media		
	Room 312, level 3 Robert Webster Building Phone: 9385 4856 Email: sam@unsw.edu.au		
COURSE CODE	MDIA1003		
COURSE NAME	Public Relations and Advertising Principles		
SESSION	Two	YEAR 2014	Twitter: MDIA1003

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3. Staff Contact Details

Position	Name	Email	Availability; times and location
Course Convenor Lecturer Tutor	Victor Cabello	v.cabello@unsw.edu.au	Lecture (Weeks:1-9,10-12): Mon 09:00 - 10:30 (Weeks:1-9,10-12). Location: Science Theatre (K-F13-G09) Tutorials (Weeks:2-9,10-12): Mon 13:30 - 15:00, 15:00 - 16:30; Thu 12:00-13:30, 13:30 - 15:00, 15:00 -16:30;
Victor will be available for consultation by request on Mondays (10:30-12:00 noon).			
Tutor	Han Ayshan	mailto:h.ayshan@student.unsw.edu.au	Tutorials (Weeks:2-9,10-12): Fri 09:00 - 10:30, 10:30 - 12:00 (F10A), 13:00 - 14:30, 14:30 - 16:00
Tutor	Kristin Moore	mailto:kristin@mwpics.com.au	Tutorials (Weeks:2-9,10-12): Tue 09:00 - 10:30 (T09B), 10:30 - 12:00 (T10A), 13:00 - 14:30, 14:30 - 16:00
Tutor	Jonathan Foye	jonathan.foye@live.com.au	Tutorials (Weeks:2-9,10-12): Tue 10:30 - 12:00 (T10B), 15:00 - 16:30
Tutor	Jeannette McLoughlin	mailto:jeannettemcloughlin@mac.com	Tue 09:00 - 10:30 (T09A); Fri 10:30 - 12:00 (F10B)
<p>Full timetable list available online http://www.timetable.unsw.edu.au/current/MDIA1003.html Attention students: when communicating with staff please use your official UNSW student email only zstudentnumber@student.unsw.edu.au</p>			

4. Attendance Requirements

- A student is expected to attend all class contact hours.
- A student who attends less than 80% of class contact hours without justification may be awarded a final grade of UF (Unsatisfactory Fail).
- A student who arrives more than 15 minutes late may be penalised for non-attendance.
- If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, they should seek permission from the Course Authority. The application 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 for up to one month. A student seeking approval to be absent for more than one month must apply in writing to the Dean.
- A student who has submitted the appropriate documentation but attends less than 66% of the classes/activities will be asked by the Course Authority to apply to discontinue the course without failure.
- For more information about the FASS attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

5. Essential Information For FASS/SAM Students

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/>

6. Course details

Credit Points: 6

Summary of the Course

This Level One Course in the Bachelor of Media (PR & Advertising) Program provides a comprehensive introduction to Public Relations and Advertising Principles in an Australian and international context. It examines 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”. Students will be able to understand the similarities and differences between PR and advertising in relation to communication strategy, research, media relations, industry and professional pathways. They will also gain an appreciation of the ethical dimensions and issues in allied communication disciplines. This course is a prerequisite for all PR and Advertising courses in second and third year of the degree.

Aims of the Course

1. To offer students a theoretical understanding of the role of public relations and advertising in a variety of settings.
2. To evaluate critically the ethical responsibilities of public relations and advertising professionals.

Student learning outcomes

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. Develop knowledge and skills in professional writing.

Graduate Attributes

The students will be encouraged to develop the following Graduate Attributes by undertaking the selected activities and knowledge content. These attributes will be assessed within the prescribed assessment tasks.

1. The ability to analyse public relations and advertising in scholarly activity.
2. The capacity for analytical and critical thinking and for creative problem solving instantiated by applying appropriate aspects of communication and persuasion theory to issues in public relations and advertising
3. The ability to engage in independent thinking
4. An understanding of the role of codes of ethics, the development of ethical judgment and the adoption of ethical PR and advertising practices

7. 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 offer 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.

8. 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.

9. Assessment

The assessment tasks will be provided during Week One.					
Assessment task	Length	Weight	Learning outcomes assessed	Graduate attributes assessed	Due date
PR Situation Part A: Oral Presentation	Individual or pair	15%	1,2,3,4	1,2,3,4	Weeks 4-13 inclusive
Part B: Written Submission	650 word report of oral presentation (individual task)	15%	1,3,4	1,2,3,4	One week after your Oral Presentation to your tutor (hardcopy)
Client Campaign Part A: Campaign pitch and rationale based on supplied client brief	Individual: 1500 word, campaign pitch including rationale	30%	1,2,4	1,2,3,4	Week 7; Friday 12th September by 10pm via turnitin (softcopy)
Part B: Social Media engagement	Individual: social media task and 300 word rationale	5%	1,2,4	1,2,3,4	
Examination (in class)	Individual: 75 mins	35%	1,2,3,4	1,2,3,4	Week 12; beginning Monday 20 October

In order to pass this course, you must make a serious attempt at ALL assessment tasks.

Submission of Assessment Tasks

1. **Assessment Task 1B** is to be submitted as a hardcopy in class one week after your oral presentation to your tutor. A School Assignment Coversheet (available outside the SAM office level 3, Webster) must be attached with your details clearly marked.
2. **Assessment 2** must be submitted via Turnitin including an Electronic School Assignment Coversheet. Turnitin is used to provide your online mark, necessary feedback, verify submission date/time and to check for plagiarism. It is at the discretion of your tutor to request a hardcopy version of your assignment in this instance hard copies should be submitted to the appropriate assignment box outside the SAM office by 4pm on the date due and include a School Assignment Coversheet.

Late Submission

PLEASE NOTE THAT THESE RULES APPLY FOR ALL COURSES IN SAM.

If your assignment is submitted after the due date, a penalty of 3% per day (including Saturday, Sunday and public holidays) will be imposed for up to 2 weeks. For example, if you are given a mark of 72 out of 100 for an essay, and your essay were handed in two days late, it would attract a penalty of 6% and the mark would be reduced to 66%. If the same essay were handed in seven days late (i.e. a penalty of 21%) it would receive a mark of 51%. If your assignment is not submitted within 2 weeks of its due date, it will receive a mark of 0. For more information on submission of late work, consult the FASS assessment protocols at <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>.

Extension Procedure

- A student seeking an extension should apply through the Faculty's online extension tool available in LMS before the due time/date for the assessment task.
- The Course Authority should respond to the request within two working days.
- The Course Authority can only approve an extension of up to five days. A student requesting an extension of more than five days should complete an application for Special Consideration.
- The Course Authority advises their decision through the online extension tool.
- If a student is granted an extension, failure to comply will result in a penalty. The penalty will be invoked one minute past the approved extension time.
- A student who missed an assessed activity held within class contact hours should apply for Special Consideration via myUNSW.
- This procedure does not apply to assessment tasks that take place during regular class hours or any task specifically identified by the Course Authority as not subject to extension requests.
- For more information, see the FASS extension protocols on the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Special Consideration

In the case of more serious or ongoing illness or misadventure, you will need to apply for Special Consideration. For information on Special Consideration please go to this URL:

<https://my.unsw.edu.au/student/atoz/SpecialConsideration.html>

Students who are prevented from attending a substantial amount of the course may be advised to apply to withdraw without penalty. This will only be approved in the most extreme and properly documented cases.

10. 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.
- **Duplication:** 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.

Details of what plagiarism is can be found on the Learning Centre's Website [Plagiarism & Academic Integrity website](http://www.lc.unsw.edu.au/plagiarism) (<http://www.lc.unsw.edu.au/plagiarism>), in the myUNSW student A-Z: Guide <https://my.unsw.edu.au/student/atoz/Plagiarism.html> and in Appendix A of the [Student Misconduct Procedure](https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf) (pdf- <https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf>).

The Learning Centre also provides substantial education written materials, workshops, and tutorials to aid students, for example:

- 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.

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.

It is also recommended that you include a statement about Turnitin. Eg UNSW makes use of the similarity detection tool Turnitin. For this course you are required to submit an electronic version of your written assignments so they may be reviewed using this procedure.

11. Course schedule

Week Commence Date	Topic	Lecture Content	Tutorial/Lab Content	Suggested Readings
Week 1 28 July to 1 August	Introduction and Overview Defining PR & Advertising	Course overview and structure Historical sign posts Scope of PR Scope of Advertising	N/A	Consider if your first assignment will be as a pair or individual. This needs to be confirmed with your tutor in Week 2.
Week 2 4 to 8 August	Communication and Persuasion Theories	Presentation of theories Publics/Audiences an introduction	Assessments discussion including allocation of dates for Assessment 1 presentations Article Analysis	Theunissen, P & Wan Noordin, W 2012, 'Revisiting the concept "dialogue" in public relations', in <i>Public Relations Review</i> , vol.38, no. 1, pp. 5-13. Online link
Week 3 11 to 15 August	Research in PR and Advertising	Research overview Demographics and Measurement Understanding the importance of audience	Article Analysis Students to register with their tutor the organisation for Assessment 1	Stacks, D 2002, 'Management of research in public relations', in <i>Primer of public relations research</i> , The Guilford Press, New York, pp. 16-32. Available as e-book in the library. NOTE: The page numbers may be different in the electronic version. Read Chapter Two. Online link
Week 4 18 to 22 August	Ethics in PR and Advertising	Frameworks Dilemmas Codes of Ethics	Applications of Ethics Assessment 1 presentations commence	Parsons, P 2008, 'The true reality of everyday ethics: making decisions', in <i>Ethics in Public Relations: A Guide to Best Practice</i> . 2nd ed. Kogan, London, pp. 131-148. Search via UNSW Library
Week 5 25 to 29 August	How to write: Advertising	Overview of necessary advertising writing skills Sampler of advertising writing tasks	Copy writing workshop Assessment 1 presentations (A1-P) continue	Bly, RW 2005, 'Writing to communicate', in <i>The copywriter's handbook: A step-by-step guide to writing copy that sells</i> , St. Martin's Griffin, New York, pp. 37-62. Online link
Week 6 1 to 5 September	How to write: Public Relations	Overview of necessary PR writing skills Sampler of PR writing tasks	Media writing workshop A1-P's continue	Lutz, W 1988-1989, 'Doublespeak', <i>Public Relations Quarterly</i> , Winter, pp. 25-30. Online link
Week 7 8 to 12 September	The Planning Process	Strategic communication Proposals Briefs	Application of proposals and briefs A1-P's continue Submission of Assignment 2 via turnitin due Friday 12th by 10pm	Mahoney J 2008, 'Contexts for public relations', in <i>Public relations writing in Australia</i> , Oxford University Press, pp. 14-30. Available at High Use Collection (HUC) Main Library, HUC (659.20994/4 B)
Week 8 15 to 19 September	The Creative Process	Understanding creativity	Idea generation workshop A1-P's continue	<i>Rejected by the PR industry for being an ad guy</i> Online link
Week 9	Mass Media &	Explanation of the	Application of <i>media</i>	D'Aloisio, A 2011, 'The utilization of Facebook as a publicity vehicle during

22 to 26 September	Social Media	scope of mass media and of social media Key characteristics, affordances and challenges	<i>relations and social media</i> rules A1-P's continue	the 2010 final season of ABC's Lost', <i>Public Relations Journal</i> , vol.5, no. 4, pp. 1-11. Online link
Mid-semester break: 29 September to 6 October (6 October Public Holiday)				
Week 10 7 to 10 October	Cause-Related Communications Lecture will be available online due to Public Holiday	The Third Sector PR & Advertising in the not-for- profit sector	Article Analysis A1-P's continue Note: No Monday tutorials due to Public Holiday all other tutorials will be conducted	Fogarty, AS & Chapman, S 2012, 'Advocates, interest groups and Australian news coverage of alcohol advertising restrictions: content and framing analysis', <i>BMC Public Health</i> , vol. 12, no.727 Online link
Week 11 13 to 17 October	Crisis Communications	Why issues become crises PR & Advertising in crises	Article Analysis and case studies A1-P's continue	Robertson, J 2012, 'Tell it all? Challenging crisis communications' rules', <i>Public Relations Journal</i> , vol. 6, no. 1, pp. 1-19. Online link
Week 12 20 to 24 October	Test Week	PR Toolkit and review	Test	Exam review
Week 13 27 to 31 October	NA	NA	A1-P's continue	No readings

12. Expected Resources for students

There is no textbook for this course. Readings will be posted online at least one fortnight prior to the associated class.

Recommended journals include:

- Asia Pacific Public Relations Review
- Journal of Public Relations Research
- Public Relations Journal
- Public Relations Review
- Public Relations Tactics
- Journal of Advertising, Public Relations and Marketing

Refer to the UNSW Library website: <http://www.library.unsw.edu.au/>

13. Course evaluation and development

Student evaluation will be actively sought and responded to whenever possible. Formal university evaluation (CATEI Surveys) will be undertaken, as will be informal evaluation, tutorial focus groups and an evaluation round table in Week 12. Feedback from students is welcome, whether in person or by email. The feedback will be used to revise the course for the following year.