



**School of the Arts and Media**

**Faculty of Arts and Social Sciences**

**MDIA5023**

**Public Relations Strategy**

**Session 2, 2016**

# Course Outline

## Staff Contact Details

Position	Name	Email	Availability	Phone
Convener	Dr. Elaine Jing Zhao	<a href="mailto:jing.zhao@unsw.edu.au">jing.zhao@unsw.edu.au</a>	Thursday 11:30- 12:30 @ Room 231D, Robert Webster Building. Please email me to book a time in advance.	9385 8066
Tutor	Dr. Paul Ryder	<a href="mailto:p.ryder@unsw.edu.au">p.ryder@unsw.edu.au</a>	Available on request. Please email in advance.	

## School Contact Information

Room 312, level 3 Robert Webster Building

Phone: 9385 4856

Email: [sam@unsw.edu.au](mailto:sam@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 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 will provide students 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.

### **At the conclusion of this course the student will be able to:**

1. Develop knowledge of the range of approaches and debates about the nature, role and value of public relations
2. Understand why the planning process is important, identify research approaches, determine strategic objectives, select and justify strategies, and develop campaign tactics
3. Apply communication and strategy concepts to campaign planning and prepare public relations communication texts and materials
4. Appreciate the importance of ethical public relations practice and 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

## Assessment Tasks

Assessment Task	Weight	Length	Due Date	Submission
1. Tutorial Facilitation	20%	20 minutes for a pair of students.	48 hours before your scheduled facilitation. Facilitations start from Week 2.	Presentation in tutorials; Slides submission Via Turnitin on Moodle. See more details below.
2. Report	30%	1500-word (individual)	11:59pm, 28 <sup>th</sup> August (Sunday)	Via Turnitin on Moodle. See more details below.
3. Campaign Critique	50%	2000-word (individual)	11:59pm, 30 October (Sunday)	Via Turnitin on Moodle. See more details below.

## Assessment Details

### Assessment 1: Tutorial Facilitation

#### Details:

In this assignment you are required to work in pairs and lead a 20-minute tutorial facilitation (10-minutes presentation plus 10-minute discussion) to critically analyse readings for that week. Please use the weekly readings as a point of departure rather than use all the time available to simply summarise them. Groups and dates will be organised in week 1 seminars.

You are required to:

- Analyse key concepts and arguments of the week's readings
- Draw upon at least five academic resources relevant to understanding the week's topic.
- Facilitate class discussions by organising a brief task that will aid your classmates' understanding of relevant terms, concepts and debates. The task can take various forms such as Q&A quiz, discussions and case scenarios.
- Summarise the main outcome of the class discussions.

**Assessment criteria:**

- Demonstrated understanding of key ideas of the readings
- Demonstrated ability to contextualise the readings in relation to broader academic debates
- Demonstrated ability to facilitate discussions in class
- Demonstrated ability to communicate clearly, succinctly and confidently

**Submission:**

- File format: PDF (It is important that you convert PPT into PDF.)
- File name: MDIA5023\_A1\_Surnames\_Week No.doc
- Include reference list (Harvard style) on the last slide
- Submit via Moodle at least 48 hours before your scheduled facilitation.

**Learning outcomes:**

- Develop knowledge of the range of approaches and debates about the nature, role and value of public relations
- Understand why the planning process is important, identify research approaches, determine strategic objectives, select and justify strategies, and develop campaign tactics

**Assessment 2: Report (Environmental Scanning Report)**

**Details:**

In this assignment you are required to work individually and prepare a report on public perception of a brand of your choice among the options below.

A: Uber

B: Xiaomi

C: Netflix

D: YouTube

E: Baidu

Environmental scanning, also known as environmental monitoring, is research to detect trends in public opinion and in the socio-political climate of the organization. The following questions will help you to shape up your report.

- Who are the organisation's relevant publics?
- What does public opinion towards the organization and its products and services look like?
- How do publics engage with the brand?
- What are the socio-cultural, technological, or political trends that have impacted or might impact public opinion of the organisation?
- What threats or opportunities can you identify for strategic invention by public relations professionals?

You are required to draw on both primary and secondary data to support your report. Data sources include but are not limited to media coverage, industry report, policy documents, comments and discussions on social media, surveys, interviews, and focus groups. You need to provide details of your research design, cite secondary resources that you draw upon, and provide evidence of your primary research (Evidence can be provided in the attachment, and does not count towards the word count).

Please note there are various publics relevant to an organisation. For the purpose of this report, you do not need to exhaust all relevant publics. If you focus on one, then you will need to provide in-depth insight into the public. If you look at several publics, then you will need to look into the complexities and nuances of public opinion and the environmental factors that influence them. You are encouraged to adopt this approach when you see the complex dynamics in different publics that might impact on the organisation's future. Both approaches encompass the opportunities for you to achieve high marks in this assessment, and your choice will not impact on your mark. Moreover, you also need to provide a clear scope of your report by clarifying which market(s) you focus on in the report. This is especially important given all brands operate in multiple geographic markets.

### **Assessment Criteria:**

- Demonstrated understanding and application of relevant conceptual knowledge;
- Appropriateness of research method;
- Depth of analysis;
- Writing style (e.g. structure, clarity, grammar, referencing (Harvard Style))

### **Submission:**

- File format: word document

- File name: MDIA5023\_A2\_Surname\_student number.doc
- Submission via Turnitin on Moodle

**Learning outcomes:**

1. Develop knowledge of the range of approaches and debates about the nature, role and value of public relations
2. Understand why the planning process is important, identify research approaches, determine strategic objectives, select and justify strategies, and develop campaign tactics
3. Apply communication and strategy concepts to campaign planning and prepare public relations communication texts and materials

**Assessment 3: Campaign Critique****Details:**

This assessment requires you to individually develop a critique of public relations campaign of the brand you worked on in Assessment 2. This is an opportunity for you to connect your insights from brand contact audit with campaign critique. The questions you need to consider include but are not limited to:

- What was the situation faced by the brand?
- What were the goals and objectives of the campaign?
- Who were the target publics of the campaign? Why them?
- What were the strategies and tactics developed by the brand?
- To what extent were they effective in achieving the objectives? And why so?
- What are your recommendations in improving the campaign?
  - What will be your goals, objectives, and target publics, if different from those of the campaign analysed?
  - What will be the proposed strategies and tactics?
  - Which budget items need to be considered?
  - How does the timeframe look like?
  - What will be the evaluation methods to assess the level of success of your proposal?
- Why do you think your recommendations can deliver a better result?

Please note that apart from proposing alternative strategies to address the target publics of the original campaign, you may also need to consider if other elements of the campaign plan should be adjusted, for example, objectives and target publics. You might also want to initiate a new campaign if you find the current public relations



efforts are insufficient to address the opportunities or threats identified in your situation analysis. This hinges on your insights into the situation including the various publics. Therefore Assessment 2 paves the way to Assessment 3.

To provide the rationale for your recommendations, you need to draw on research insights and also engage with relevant theoretical literature (at least 7 academic references).

**Assessment Criteria:**

- Effective research of the organisation, the situation and the public relations campaign;
- Demonstrated understanding of relevant concepts, theories, procedures and tools;
- Demonstrated ability to offer thoughtful critique and recommendations;
- Writing style (e.g. structure, clarity, grammar, referencing (Harvard style)).

**Submission:**

- File format: word document
- File name: MDIA5023\_A3\_Surname\_student number.doc
- Submission via Turnitin on Moodle

**Learning outcomes:**

1. Develop knowledge of the range of approaches and debates about the nature, role and value of public relations
2. Understand why the planning process is important, identify research approaches, determine strategic objectives, select and justify strategies, and develop campaign tactics
3. Apply communication and strategy concepts to campaign planning and prepare public relations communication texts and materials
4. Appreciate the importance of ethical public relations practice and social responsibility

## **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](mailto: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;

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

Date	Seminar	Readings
Week One 25 Jul – 29 Jul	<b>Introduction to Public Relations</b> Course objectives and outlines Assessment Overview Assessment 1 Group formation and guidelines Domain of public relations Evolution of public relations  Practical skills: PR Process overview	Available on Moodle
Week Two 1 Aug – 5 Aug  <b>Assessment 1 starts.</b>	<b>Public Relations Research</b> Types of PR research Research models and methods Standards for quality research Use of PR research Assessment 2 Guidelines and Discussions  Practical skills: environmental scanning	Available on Moodle
Week Three 8 Aug – 12 Aug	<b>Public Opinion, Communication Models and Persuasion</b> Publics and stakeholders Public sphere Situational theory of publics Rhetorical theory Open systems theory Excellence theory  Practical skills: How to write goals and objectives in relation to publics?	Available on Moodle
Week Four 15 Aug– 19Aug	<b>Understanding Culture</b> Culture as an environment for public relations; The culture of PR globally; The impact of PR on culture; Circuit of culture Alternative models for seeking consumer insights (cool hunting, ethnography, crowd-sourcing)	Available on Moodle

	Practical skills: focus group facilitation	
Week Five 22 Aug– 26 Aug  <b>Assessment 2 due by 11:59pm, 28th August.</b>	<b>Participatory Culture</b> Motivations of participation Meaningful participation Spreadable media Sub cultures, fan communities, brand communities  Practical skills: Introducing netnography	Available on Moodle
Week Six 29 Aug - 2 Sept	<b>PR in the Digital Age</b> The changing media environment Review of four models of PR and the Excellence Theory in the digital age Public sphere in the digital age Assessment 3 guidelines and discussions  Practical skills: Transmedia storytelling	Available on Moodle
Week Seven 5 Sept – 9 Sept	<b>Crowdsourcing</b> Overall feedback on Assessment 2 Opportunities and problems in crowdsourcing Community brands  Practical skills: crowdsourcing media platform for PR	Available on Moodle
Week Eight 12 Sept– 16 Sept	<b>Corporate Social Responsibility</b> Drivers of CSR PR and CSR Relevance of stakeholder theory Stakeholder engagement in CSR  Practical skills: Communicating CSR	Available on Moodle
Week Nine 19 Sept– 23 Sept	<b>Issues and Crisis Communication</b> Issues and crisis communication Image restoration theory  Practical skills: Image restoration strategies	Available on Moodle

<b>Mid-semester break</b>		
Week Eleven 10 Oct – 14 Oct	<b>PR Evaluation</b> PR evaluation metrics PR evaluation models  Practical skills: Measurement tools	Available on Moodle
Week Twelve 17 Oct – 21 Oct  <b>Assessment 3 due by 11:59pm, 30th October.</b>	<b>PR in the global context</b> PR practitioners as cultural mediators Diverse publics, diverse cultures Transnational public networks and transnational activism  Practical skills: cross-cultural communication in workplace	Available on Moodle
Week Thirteen 24 Oct – 28 Oct	<b>PR Ethics</b> PR ethics (duty to self, client, employer, profession and society) Course wrap-up  Practical skills: Consulting ethics	Available on Moodle

## Resources

### Prescribed Resources

- Available on Moodle in weekly sessions

### Recommended Resources

- Journals:
  - Public Relations Review
  - Public Relations Inquiry
  - Journal of Public Relations Research
  - PRism journal
  - International Journal of Strategic Communication
  - New Media & Society
  - Media, Culture and Society
  - Journal of Computer Mediated Communication
  - Asia Pacific Public Relations Journal
- Websites:
  - <http://www.pria.com.au>
  - <http://spinsucks.com>
  - <http://www.deirdrebreakenridge.com>
  - <https://www.bulldogreporter.com>
  - [http://www.cision.com/us/blog/?nav\\_location=eyebrow\\_menu](http://www.cision.com/us/blog/?nav_location=eyebrow_menu)

You are also encouraged to navigate the UNSW Library website for useful resources:  
<http://info.library.unsw.edu.au/web/services/services.html>

### Course evaluation and development

- This course will undergo continual development, via feedback processes such as CATEI 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.