



Faculty of Arts
& Social Sciences

School of the Arts and Media

MDIA5023

Public Relations Strategy

COURSE OUTLINE

Session 1, 2014

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Location of the course

Lecture	Tuesday 6-7pm, Chemical Sc M18
Seminar	Thursday 4-6pm, Matthews 130
Seminar	Wednesday 9-11am, Goldstein G05
Seminar	Wednesday 12-2pm, Quadrangle 1048
Seminar	Wednesday 6-8pm, RedCentre 3037

Staff Contact Details

Position	Name	Email	Consultation time and location	Phone
Course Convener and Lecturer	DrElaine Jing Zhao	jing.zhao@unsw.edu.au	Thursday 12-1pm during teaching weeks. Robert Webster Building, 231D. Please makeanappointment by email.	9385 8066
Tutor	Melanie Zolenas-Kennedy	zolenas.kennedy@gmail.com	Available for consultation by request.	

Note: **Please put MDIA5023 in the subject line.** Also remember to **include your student number, full name and class details (day and time) in the email.** We will respond to emails Monday to Friday during working hours. Emails that ask questions that can be answered by reading the course outline will not be answered.

Contact Information for the School of the Arts and Media (SAM)

SAM Office
Room 312, level 3 Robert Webster Building
Phone: 9385 4856
Email: sam@unsw.edu.au

Attendance Requirements

To pass this course you are required to attend at least 80% of lectures, tutorials and seminars. If you do not meet the minimum attendance requirement for any reason you may be refused final examination and you may fail the course.

Attendance at lectures, screenings and tutorials will be recorded. If you are more than 10 minutes late, you are deemed not to have attended. It is your responsibility to ensure your name has been marked off at each class.

If you experience a prolonged illness or misadventure that prevents you from meeting the 80% attendance requirement you should contact your course convenor immediately. You may be advised to withdraw from the course.

Essential Information For SAM Students

A webpage that provides essential information about university policy and guidelines for all SAM students can be accessed at: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>.

In this document, you will find important information on the following:

- Essay Writing Support Services
- Policies Regarding Late Work
- Procedure for Applying for Extensions
- Procedure for Applying for Special Consideration
- Procedures for Submitting Assessments
- Policy on Academic Honesty and Plagiarism

Course details

Credit Points:

6

Summary of the Course

<p>This course provides a foundation understanding of public relations and the role that it may play in building meaningful, beneficial relationships between organizations, markets, audiences and publics, particularly in times of change. You will gain an understanding of the fundamental communication and relational concepts and processes that underpin public relations strategies and campaigns. The course focuses on strategic communication planning; issues and crisis communication; organizational communication; community</p>

relations; government relations; and ethics. You will develop a proposal to address a contemporary public relations issue.

Aims of the Course

1. Introduce key concepts and practices of public relations and critically examine current approaches for strategically communicating change and resolving conflict.
2. Students will be able to explain and discuss the fundamental concepts of public relations planning, devise alternative strategies and responses to public relations issues and learn how to communicate within a variety of socio-political and economic discourses and contexts.

Student learning outcomes

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

Graduate Attributes

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. This course enables the student to develop the following Graduate Attributes:

1. In-depth engagement with public relations concepts and debates
2. The capacity for analytical and critical thinking and for creative problem-solving
3. Information literacy - the skills to appropriately locate, evaluate and use relevant information
4. A respect for ethical public relations practice and social responsibility
5. An appreciation of and respect for diversity

Rationale for the inclusion of content and teaching approach

This course will employ lectures for the first six weeks in order to introduce key public relations concepts. Seminars will provide regular opportunities for student participation. Students will engage in strategy development and analysis, discuss contemporary scenarios, analyze case studies and develop communication texts. The learning process will emphasize 'real world' public relations problems, challenges and opportunities to assist students to relate theoretical concepts to the practice of public relations.

Teaching strategies

Interactive and reflective teaching approaches will be prioritized along with conceptual frameworks and applied methods.

The course will be supported by a UNSW Moodle website, where you will find a range of course material, including the readings: <https://moodle.telt.unsw.edu.au/login/index.php>

Assessment Tasks

Assessment task	Length	Weight	Learning outcomes assessed	Graduate attributes assessed	Due date
1. Group presentation	30 minutes	20%	1, 2, 4	1, 2, 3, 4, 5	Weeks 3-7 and weeks 9-13; group formation and time allocation in Week 2 tutorial
2. Social media best practices report	2000 words	40%	1, 2, 4	1, 2, 4	31 March (Monday, Week 5)
3. Campaign proposal	2000 words	40%	2, 3, 4	2, 3, 4, 5	10 June (Tuesday, Week 14)

The assessment tasks are to prepare a group presentation that will critically analyse weekly readings; to analyse a campaign; and to develop a campaign proposal.

In week two you will be provided a comprehensive assignment outline that details the requirements for each assignment, and provides a marking rubric to guide your assignment preparation. Please also note when the assignment requirements are discussed in seminars and ensure you attend those seminars.

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

Assignment one: Group presentation

In this assignment you are required to work in pairs and prepare a 30-minute presentation (15-minutes presentation plus 15-minute discussion) in tutorials to critically analyse both readings for that week. Groups and dates will be organised in the week 2 tutorials.

You are required to

- 1) Analyse key concepts and arguments of the week's two readings
- 2) Draw upon at least five resources such as journal articles relevant to understanding the readings.
- 3) Organise and run a brief task following the 15-minute presentation that will aid your classmates' understanding of the readings. The task should generate discussion of relevant key terms, concepts and debates among your classmates.

Duration: 30 minutes (15-presentation plus 15-minute discussion)

Due date: In tutorials from week 3 to 7 and week 9 to 13

Weight: 20 percent

Assessment criteria:

- Demonstrated understanding of key ideas of the readings
- Ability to contextualise the reading in relation to broader academic debates
- Ability to facilitate other students' engagement in the discussion
- Ability to communicate clearly, succinctly and confidently

Assignment two: Social media best practices report

In this assignment you are required to work individually and prepare a report that identifies best social media practices for public relations. Imagine that you are preparing the report for a client who has been extremely resistant to establishing a social media strategy because of the risks involved. Provide the client with an overview of social media and explain the key characteristics and affordances (what each platform allows you to do – how it is useful) from a public relations perspective. Then identify what you consider are best social media practices for public relations – discuss what works, what doesn't, key success factors, and mistakes to avoid. You will be evaluated on your explanation of social media, analysis of the affordances of various platforms, and identification of best practices. You are required to draw upon at least seven refereed journal articles to prepare your report. You are expected to communicate clearly and succinctly.

Word count: 1500-2000 words

Due date: 31 March 2013 (Monday, week 5)

Weight: 40 percent

Assessment criteria:

- explanation of social media
- analysis of social media affordances
- best practices recommendations
- structure of the report
- writing style

Assignment three: Campaign proposal

You are required to work individually to develop a campaign proposal to address issues or opportunities you identified in a campaign, which can be the one you analysed in assignment two. In the proposal, you should include problem or opportunity statements, a situation analysis, outline goals and objectives, identify target publics, propose a creative idea/concept and recommend communication strategies. You are also required to outline how the campaign will be adjusted and evaluated.

Word count: Maximum 2000 words

Due date: 10 June, 2013 (Tuesday, week 14)

Weight: 40 percent

Assessment criteria:

- The clarity of the problem or opportunity statements and the insights from your situation analysis
- The rationale and appropriateness of the recommended strategies
- The suitability of the proposed evaluation approaches
- Writing style (grammar, clarity, structure, referencing)

Referencing Your Assignments

In all assessment tasks, any material or ideas taken from another source must be referenced in accordance with the Referencing Style Guidelines as outlined in the UNSW Assessment Policies.

This course will require the Harvard in-text system of referencing. Guidelines on how to reference according to this system can be found at: <http://www.lc.unsw.edu.au/onlib/pdf/harvard.pdf>.

Submission of Assessment Tasks

Assignments are to be submitted in electronic form via Turn-it-in on the course Moodle site. You are required to keep a copy of all assignments.

You must include a word count with every assignment. Word limit counts should include all quotations and in-text references but exclude list of references and/or footnotes. Information central to your argument should not be in footnotes and excessive use of footnotes (i.e. containing long quotes) will be marked down.

If you have any problems submitting via Turnitin, send your Convener a word.doc version of your assignment **immediately**, together with an explanation of the problem you are encountering. You should then seek technical support by following the protocol outlined at <http://teaching.unsw.edu.au/moodle-students-help>.

If you have trouble logging in, or you cannot see your course once you login, please contact the IT Service Centre for assistance. IT Service Centre Email: itservicecentre@unsw.edu.au Internal: x51333, External: (02) 9385-1333, International: +61 2 9385 1333

If you have difficulty using the Moodle environment or tools, please contact External TELT support. External TELT Support Email: externalteltsupport@unsw.edu.au Internal: x5333, External: (02) 9385-3331, International: +61 2 9385 3331

Please do not send your Course Conveners a copy of your assignment unless you are unable to submit via Turnitin. Once you have submitted you will receive a receipt to confirm that you have successfully submitted. Keep this receipt as proof of the date and time that you lodged your assignment. If you do not receive such notification, you must ask your Convener, by email, to check whether your upload was successful.

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. Late work will not receive detailed feedback. 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

In the case of illness or misadventure you may apply to the Course Convenor for an extension of the due date. Work or family commitments, religious holidays or work due in other courses are not acceptable reasons for extension or Special Consideration requests. Evidence of significant progress in an assessment task must be demonstrated if asking for an extension due to emergency or illness close to the submission date.

Usually an extension of 2-3 days is granted; in more serious case, up to five days is granted. If you are granted an extension, failure to comply will result in a penalty. The penalty will be invoked one minute past the approved extension time.

This procedure does not apply to assessment tasks that take place during regular class hours or any tasks specifically identified by the Course Convenor as not subject to extension requests.

If you missed an assessed activity held within class contact hours, you should apply for Special Consideration via myUNSW.

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.

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.

Please note that 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.

Course schedule

Date	Topic	Lecture	Tutorial	Suggested Readings
Week One 3 Mar – 7 Mar	Introduction to public relations	Course outline Evolution and definitions of public relations	No tutorial	Article: Hutton, J.G. (1999). The definition, dimensions and domain of public relations, <i>Public Relations Review</i> , 25(2), 199-214. Chapter: Heath, R. L. (2010). Mind, Self, Society. In R.L. Heath (Ed.), <i>The Sage Handbook of Public Relations</i> , 1-4. Thousand Oaks, CA: Sage.
Week Two 10 Mar – 14 Mar	Communication popularization	Meanings Inventive problem making/Framing Identification Assignment 2 Ideas	Introductions Assignment One Guidelines and group formation Persuasion	Chapter: Leitch, S., and Motion, J. (2010). Publics and public relations: Effecting change. In R.L. Heath (Ed.) <i>The Sage Handbook of Public Relations</i> , 99-110. Thousand Oaks, CA: Sage. Article: Ihlen, O. and Verhoeven, P. (2012). A public relations identity for the 2010s. <i>Public Relations Inquiry</i> , 1(2), 159-176.
Week Three 17 Mar – 21 Mar	Engagement Participation Popular culture	Participative processes Popular culture Agency Power	Popular culture workshop	Article: Shifman, L. (2012). An anatomy of a YouTube meme. <i>New Media & Society</i> , 14(2), 187-203. Article: Malin, B. (2011). A very popular blog: The internet and the possibilities of publicity. <i>New Media & Society</i> , 13(2), 187-202.
Week Four 24 Mar – 28 Mar	Social, online and mobile media: Working	Conversations Narratives	Assignment Two guidelines	Article: boyd, d., and Ellison, N.B. (2008). Social Network Sites: Definition, History, and Scholarship.

	across platforms		Social media: opportunities and challenges	Journal of Computer-Mediated Communication, 13, 210-230. Article: Marwick, E., and boyd, d. (2010). I tweet honestly, I tweet passionately: Twitter users, context collapse, and the imagined audience. <i>New Media & Society</i> , 13(1), 114-133. Article: Good, K.D. (2012 online). From scrapbook to Facebook: A history of personal media assemblage and archives. <i>New Media & Society</i> .
Week Five 31 Mar – 4 Apr Assignment Two due by 31 Mar	Strategy and branding	Strategy processes Corporate identity and branding Positioning	Analysing campaigns – brands and strategy	Article: Schultz, M., and Hatch, M.J. (2003). The cycles of corporate branding: The case of the Lego company. <i>California Management Review</i> , 46(1), 6-26. Article: Coombs, D., and Osborne, A. (2012). A case study of Aston Villa Football Club. <i>Journal of Public Relations Research</i> , 24, 201-221.
Week Six 7 Apr – 11 Apr	Research and planning	Audiences and publics Research techniques Sampling	Analysing campaigns – Research and planning	Article: Stokes, A. Q. You are what you eat: Slow food USA's constitutive public relations. <i>Journal of Public Relations Research</i> , 25(1), 68-90. Article: Takano, K. (2012). McDonald's Japan: A case study of effective public relations. <i>Public Relations Review</i> , 39, 60-62.
Week Seven 14 Apr – 17 Apr	Evaluation and ethics	Evaluation and ethics	Evaluation of information exposure, awareness, understanding and changes in attitudes and behaviour Professional organizations and Codes of Ethics	Article: Michaelson, D., and Macleod, S. (2007). The application of "best practices" in public relations measurement and evaluation systems. <i>Public Relations Journal</i> , 1(1), 1-14. Article: Fawkes, J. (2012). Interpreting ethics: Public relations and strong hermeneutics. <i>Public Relations Inquiry</i> , 1(2), 117-140.

Mid-semester break: 18 Apr – 27 Apr				
Week Eight 28 Apr – 2 May	Reading Break: No classes			
Week Nine 5 May – 9 May	Community engagement		Assignment three guidelines Writing a proposal Activism Engagement Crowdsourcing	Article: Powell, M.C. & Colin, M. (2008). Meaningful citizen engagement in science and technology: What would it really take? <i>Science Communication</i> , 30(1), 126-136. Article: Rowe, G. and Frewer, L. J.(2005). A typology of public engagement mechanisms. <i>ScienceTechnology Human Values</i> , 30(2),25-290.
Week Ten 12 May – 16 May	Issues and crisis communication: An ethical approach		Engagement concepts and practices	Article: Sandman, Peter M., CrisisCommunication Best Practices: Some Quibbles and Additions, <i>Journal of Applied Communications Research</i> , Vol 34, No 3, August 2006 pp 257-262 Article: Bruns, A. and Burgess, G.(2011), Crawford, K and Shaw, F#qldfloods and @QPSMedia: CrisisCommunication on Twitter in the2011 South East QueenslandFloods, Research Report
Week Eleven 19 May – 23 May	Celebrities, endorsement and sponsorship		Celebrity PR /building a personal profile Sponsorship	Article: Marwick, A., and boyd, d. (2011). To see and be seen: celebrity practice on twitter. <i>Convergence: The International Journal of Research into New Media Technologies</i> , 17(2), 139-158. Article: Muntean, N., and Petersen, A. (2009). Celebrity twitter: Strategies of intrusion and disclosure in the age of technoculture. <i>M/C Journal</i> , 12(5)

Week Twelve 26 May – 30 May	Politics and government		Advocacy Lobbying Public information and consultation Public policy Election campaigns	Article: Dahlberg, L. (2011). Reconstructing digital democracy: An outline of four positions. <i>New Media & Society</i> , 13(6), 855-872. Article: Nielsen, R.K., (2010). Mundane internet tools, mobilizing practices, and the coproduction of citizenship in political campaigns. <i>New Media & Society</i> , 13(5), 755-771.
Week Thirteen 2 June – 6 June	PR toolkit Course review and evaluation		Speech writing Media relations Course review and evaluation Assignment 3 guidelines	
Week Fourteen 9 June – 13 June	Assignment Three due 10 June			

Expected Resources for students

The course readings are available on Moodle: <https://moodle.telt.unsw.edu.au/login/index.php>

Other Relevant Journals:

Public Relations Review, Public Relations Inquiry, International Journal of Strategic Communication, Organization Studies, New Media & Society, Journal of Computer Mediated Communication, Convergence: The International Journal of Research into New Media, Games Studies, Games and Culture

Recommended websites:

<http://www.pria.com.au>

<http://www.deirdrebreakenridge.com>

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. I will also collect informal feedback in the form of anonymous suggestions and comments throughout the course.

Other information

- Expectations and responsibilities of students in relation to matters such as attendance and workload
- Information on relevant Occupational Health and Safety policies and expectations as outlined at: <http://www.ohs.unsw.edu.au/>
- Examination procedures and attendance requirements
- Advice concerning special consideration in the event of illness or misadventure
- Student equity and diversity issues via Student Equity Officers (Disability) in the Student Equity and Diversity Unit (9385 4734).
- Further information for students with disabilities is available at <http://www.studentequity.unsw.edu.au>