



# ICOM203

## International Public Relations and Advertising

MQC2 Day 2014

*Dept of Media, Music & Cultural Studies*

### Contents

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<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	9
<u>Delivery and Resources</u>	13
<u>Learning and Teaching Activities</u>	15
<u>Policies and Procedures</u>	15
<u>Graduate Capabilities</u>	16

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## General Information

Unit convenor and teaching staff

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Credit points

3

Prerequisites

15cp

Corequisites

Co-badged status

Unit description

This unit examines the relationship between media, the state, non-government organisations and other international actors. It examines the literature, history and practice of public diplomacy, media and foreign policy. This involves investigation of soft power through media communication campaigns initiated by national governments; the application of media as an arm of foreign policy; and case studies addressing military intervention, trade policy and agenda like human rights, environmental protection and terrorism.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

1. Understand and explain the relationships between public relations and advertising, the media, international actors (state, national, NGOs and international enterprise) and the international public
2. Interpret the theories and practices surrounding intercultural communication and how they relate to public diplomacy and media and foreign policy
3. Analyse critically PR communication campaigns
4. Appraise the role of mass communication as a continuation and/or tool of foreign

policy

5. Apply public relations theories in creating an international communication campaign
6. Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection, health promotion and anti-terrorism
7. Demonstrate knowledge and communicate it to the class and participate in discussions

## General Assessment Information

ICOM 203 assessment is designed to minimise the level of stress at the very end of the session and in the examination period. ICOM 203 encourages you

1. to participate in classroom activities;
2. to critically examine the relationship between media and public diplomacy (presentation);
3. to acquire a theoretical and practical understanding (mid-semester assessment); and
4. to develop creative and practical skills (designing a media communication campaign).

**You MUST attempt all the four components of assessment to pass ICOM 203.**

### Marking Criteria:

1. Demonstrated understanding of public relations theory and practice
2. The ability to engage your publics effectively using appropriate tactics
3. Evidence of research with appropriately referenced source material
4. Accurate grammar, punctuation and spelling.

Performance in relation to each of these criteria is assessed against the following standards:

Level	Standards
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5	<p>Report conveys an advanced understanding of the complexities of the theory in an applied context</p> <p>Comprehensive and innovative treatment of all the task requirements</p> <p>Exceptional critical insights, extensive research and creative use of the arguments introduced in the unit with appropriate wide ranging referencing</p> <p>Written and presented to an exemplary academic standard.</p>
4	<p>Report conveys a strong understanding of the complexities of the theory in the applied context.</p> <p>Comprehensive and satisfactory treatment of all the task requirements</p> <p>Reflects the author's ability to effectively conduct research, explain, interpret and analyse situations utilising a variety of conceptual tools with appropriate referencing</p> <p>Written and presented to a very high academic standard</p>
3	<p>Report conveys a sound understanding of discrete knowledge components</p> <p>Task requirements are satisfactorily addressed</p> <p>Demonstrates a sound capacity to conduct basic research, critically reflect on, analyse and solve problems. There is evidence of being able to interpret concepts in a meaningful way.</p> <p>Written and presented in a satisfactory manner with appropriate use of citations.</p>
2	<p>Report demonstrates a modest capacity to use the theory to analyse and address situations.</p> <p>Majority of the task requirements have been addressed</p> <p>Although there is evidence of research, there is limited capacity to draw conceptual connections</p> <p>Report is presented with sufficient coherence and clarity for the reader to understand the ideas and arguments being proposed. However, improvements to writing such as structure, grammar and referencing are required to meet academic writing standards.</p>

1 Report fails to demonstrate a satisfactory grasp of the field of knowledge covered by the unit

Task requirements are not addressed

Report conveys little evidence of the capacity to apply different theories effectively. Few connections are drawn between relevant concepts and their proposed strategy and there is little or no evidence of research

Report demonstrates little or no understanding or appreciation of standards required for academic writing. Considerable improvements in terms of clarity, grammar, spelling, quotations, referencing or presentation are required to achieve an acceptable standard.

**Submission Procedures**

Your essay must be submitted to Turnitin via iLearn. Late assignments will be penalised at the rate of 5% of the total mark value of the assignment per day.

Hard Copy Submissions

Written work must be submitted with the cover sheet to your lecturer by due date. Cover sheet is available from iLearn site. Please make sure that you write your student ID and name.

Turnitin Submissions

Information about how to submit work online can be accessed through the iLearn unit. See here: [http://mq.edu.au/iLearn/student\\_info/assignments.htm#submit\\_turnitin](http://mq.edu.au/iLearn/student_info/assignments.htm#submit_turnitin) for more information on Turnitin submissions.

In case of illness and misadventure students need to submit official documentation at least two days before the due date of the assignment. The University's policy on the special consideration process [is available online](#). You will need to lodge your request for special consideration by logging into <http://ask.mq.edu.au> with your OneID.

**Plagiarism**

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Undergraduate Studies* or on the web at: <http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

Unit Schedule

Week	Topic	Readings
Beginning:		

<p><b>Week 1</b></p>	<p><b>Unit Overview and Theoretical introduction</b></p> <p>Activities: Unit outline, contact details and an overview of the field of international PR.</p> <p>Where to position the field of 'International PR and Advertising'? What will you learn?</p> <p>It is about the inclusion of cultural differences, environmental changes in the practice of international PR, predominantly from the perspective of governments, nongovernment organizations, multinational corporations and media. It is also about the challenges of international PR versus domestic PR.</p> <p><u>No tutorial in Week 1.</u></p>	
<p><b>Week 2</b></p>	<p><b>History of Public Relations and Advertising</b></p> <p>An overview is given about the history of PR – a field which originated in the United States. Highlighted are the 'American values' that are still part of the practice of PR and Advertising. In general an approach is taken using cultural studies and international communication concepts to develop international public relations theory.</p> <p>What is Public Relations? What is International Public Relations?</p>	<p>Guth, David W. And Charles Marsh (2006) <i>Public Relations. A Values-Driven Approach</i>, Boston: Pearson, pp. 57-89</p> <p>Wilcox, Dennis L., Glen T. Cameron, Philip H. Ault and Warren K. Agee (2003) <i>Public Relations. Strategies and Tactics</i>, seventh edition, Boston: Pearson, pp. 27-57</p>
<p><b>Week 3</b></p>	<p><b>Basic Concepts of International PR</b></p> <p>What are the basic concepts of International Public Relations? What are the processes of communication and how do people react to public relations and media? How is public opinion constructed and experienced? Recognise the processes of persuasion and manipulation.</p>	<p>Heath, Robert L. (2001) 'Defining the Discipline', In: Heath, Robert L. (ed) <i>Handbook of Public Relations</i>. Thousand Oaks: Sage, pp. 1-9</p> <p>Desanto, Barbara and Jo Petherbridge (2002) 'BBC America: how Britain won the colonies back', In: Moss, Danny and Barbara DeSanto <i>Public Relations Cases. International Perspectives</i>, London: Routledge, pp. 39-50</p>

<p><b>Week 4</b></p>	<p><b>International PR and Public Diplomacy</b></p> <p>What is the relationship between international public relations and public diplomacy? How can international public relations be used to promote a government's policy? What are the challenges for international public relations in terms of promoting a country's image?</p>	<p>Doksoz, Rachael E. (2004) 'Public Relations and Romania: Tourism and Dracula's Homeland', In: Tilson, Donn James and Emmanuel C. Alozie <i>Toward the Common Good. Perspectives in International Public Relations</i>, Boston: Pearson, pp. 163-175</p> <p>Freitag, Alan (2004) 'Peru's Fujimori: The Campaign to Sell the Administration's Neoliberal Policies', In: Tilson, Donn James and Emmanuel C. Alozie <i>Toward the Common Good. Perspectives in International Public Relations</i>, Boston: Pearson, pp. 83-101</p>
<p><b>Week 5</b></p>	<p><b>PR and Advertising in Organisations</b></p> <p>International PR plays a significant role in multinational organisations. To this end it is very important to differentiate between public relations, advertising and marketing. How can these tools and strategies be brought together to form an integrated marketing communication approach?</p>	<p>Hutton, James G. (2001) 'Defining the Relationship between Public Relations and Marketing', In: Heath, Robert L. (ed) <i>Handbook of Public Relations</i>. Thousand Oaks: Sage, pp. 205-214</p> <p>Jamieson, Kathleen Hall and Karlyn Kohras Campbell (1997) <i>The Interplay of Influence. News, Advertising, Politics, and the Mass Media</i>, Forth Edition, London: Wadsworth, pp. 292-306</p> <p>Black, Caroline (2002) <i>The PR Practitioner's desktop guide</i>, Sydney: Richmond, pp. 61-74</p>
<p><b>Week 6</b></p>	<p><b>Global Public Relations and Culture</b></p> <p>An intercultural communication perspective on PR will be taken. Relevant concepts such as language, culture, identity, representation will be examined. Challenges for Cross-Cultural Communications and PR will be discussed.</p>	<p>Curtin, Patricia A. (2007) <i>International Public Relations. Negotiating Culture, Identity, and Power</i>. London: Sage, pp. 35-50</p> <p>De Mooij, Marieke (2005) <i>Global Marketing and Advertising. Understanding Cultural Paradoxes</i>. London: Sage, pp. 163-189</p>
<p><b>Week 7</b></p>	<p><b>Regulating Global Public Relations</b></p> <p>As global public relations is influencing the lives of many around the world, it needs to be regulated. This week, issues of power are discussed. What are the regulatory institutions vis-a-vis public relations? What are the cultural norms determining the regulation?</p>	<p>Curtin, Patricia A. (2007) <i>International Public Relations. Negotiating Culture, Identity, and Power</i>. London: Sage, pp. 51-76</p> <p>Mattelart, Armand (1991) <i>Advertising International. The Privatization of Public Space</i>, London: Routledge, pp. 174-186</p>

<b>Week 8</b>	<b>Mid-semester Assessment</b>	
<b>Week 9</b>	<p><b>Public Relations Strategies</b></p> <p>How to develop a PR Strategy? How to develop a media communication campaign?</p> <p>What are the public relations objectives and strategies? What are the tools and instrument required to create a public relations strategy?</p>	<p>Wilcox, Dennis L., Glen T. Cameron, Philip H. Ault and Warren K. Agee (2003) <i>Public Relations. Strategies and Tactics</i>, seventh edition, Boston: Pearson, pp. 144-162</p> <p>Newsom, Doug (2004) <i>This is PR. The Realities of Public Relations</i>, eighth edition, London: Thomson Wadsworth, pp. 301-316</p>
<b>Week 10</b>	<p><b>War and Propaganda</b></p> <p>Today, the topic is the manipulation of public opinion by the media, by public relations efforts in particular. How to recognise manipulation? Discuss historical and modern propaganda campaigns from around the world.</p>	<p>Knightley, Phillip. (1989) 'Britannia Rules the News 1975 – 1989', in Knightley Phillip <i>The First Casualty</i>. Sydney: Pan Books, pp. 427-438</p> <p>Kellner, Douglas (2004) 'Spectacle and Media Propaganda in the War on Iraq: A Critique of U.S. Broadcasting Networks', In: Kamalipour, Yahya R. and Nancy Snow <i>War, Media, and Propaganda. A Global Perspective</i>. Lanham: Rowman&amp;Littlefield, pp. 65-77</p> <p>Cowan, Geoffrey (2004) 'Can we make them love us? Public Diplomacy after 9/11', In: Kamalipour, Yahya R. and Nancy Snow <i>War, Media, and Propaganda. A Global Perspective</i>. Lanham: Rowman&amp;Littlefield, pp. 227-235</p>
<b>Week 11</b>	<p><b>Identity and Consumption</b></p> <p>What is a public? What is the difference between traditional and modern and domestic and international publics? What determines consumption? What are new consumption patterns? Think of influencing/manipulation public opinion in regards to consumption behaviour? What roles does public relations and advertising play in this respect?</p>	<p>Clarke, John, Janet Newman, Nick Smith, Elizabeth Vidler and Louise Westmarland (2007) <i>Creating Citizen-Consumers. Changing Publics and Changing Public Services</i>, London: Sage, pp. 121-138</p>



<p><b>Week 12</b></p>	<p><b>Ethics</b></p> <p>What is meant by ethics in public relations? What are cultural norms? What is ethics in public relations? Discuss the relationship between public relationship and social responsibility? What role does cultural relativism play? Examine postcolonial feminist ethics.</p>	<p>Moloney, Kevin (2006) <i>Rethinking Public Relations</i>, Second edition, London: Routledge, pp.101-116</p> <p>Newsom, Doug (2004) <i>This is PR. The Realities of Public Relations</i>, eighth edition, London: Thomson Wadsworth, pp. 145-168</p>
<p><b>Week 13</b></p>	<p><b>The Future of International Public Relations and Advertising</b></p> <p>What are the challenges of International Public Relations and Advertising? What is the relationship between the spread of democracy and public relations? Which values are important for public relations?</p>	<p>Moloney, Kevin (2006) <i>Rethinking Public Relations</i>, Second edition, London: Routledge, pp.165-176</p> <p>Miller, David and William Dinan (2008) <i>A Century of Spin. How Public Relations became the cutting edge of corporate power</i>, London: Plato, pp. 173-182</p>
<p><b>Session 2 2014 results will be released to students via e-Student</b></p>		

## Assessment Tasks

Name	Weighting	Due
<u>Participation</u>	10%	Weekly from Week 2 to Week 13
<u>Presentation</u>	20%	In Tutorials Week 3-13
<u>Mid Session Assessment</u>	30%	Week 8
<u>Campaign Proposal</u>	40%	Week 13

## Participation

Due: **Weekly from Week 2 to Week 13**

Weighting: **10%**

Participation in class discussions and active contributions.

Students are expected to lead and participate in discussions and activities around the readings allocated for tutorials and to attend and be punctual for at least 90% of the lectures and tutorials. Marks will be awarded for participation in class discussions and general contributions (N.B. marks are awarded for 'participation' rather than attendance). Failure to attend and participate in all classes could result in exclusion and consequent failure in the unit. It is the responsibility for the student to contact the lecturer/tutor and explain reasons for absence from class. Irregular attendance will affect the participation mark for the unit.

On successful completion you will be able to:

- 1. Understand and explain the relationships between public relations and advertising, the media, international actors (state, national, NGOs and international enterprise) and the international public
- 3. Analyse critically PR communication campaigns
- 4. Appraise the role of mass communication as a continuation and/or tool of foreign policy
- 6. Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection, health promotion and anti-terrorism
- 7. Demonstrate knowledge and communicate it to the class and participate in discussions

## Presentation

Due: **In Tutorials Week 3-13**

Weighting: **20%**

### Tutorial Presentations

In the tutorial presentation, you will summarise the week's readings and present a real-life example relating to the week's reading. The emphasis is on relating the concepts from the readings to a real life scenario of interest and familiarity to yourself. You may use audio-visual clips and group activities that engage the class rather than a straight presentation.

On successful completion you will be able to:

- 1. Understand and explain the relationships between public relations and advertising, the media, international actors (state, national, NGOs and international enterprise) and the international public
- 2. Interpret the theories and practices surrounding intercultural communication and how they relate to public diplomacy and media and foreign policy
- 3. Analyse critically PR communication campaigns
- 4. Appraise the role of mass communication as a continuation and/or tool of foreign policy
- 5. Apply public relations theories in creating an international communication campaign
- 6. Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection, health promotion and anti-terrorism
- 7. Demonstrate knowledge and communicate it to the class and participate in discussions

## Mid Session Assessment

Due: **Week 8**

Weighting: **30%**

A 10 question written test administered during the lecture hour in Week 8

This will be a test to be conducted during the lecture hours (Wednesday 1.30pm to 3.30 pm) in Week 8. It will consist of 10 questions based on the readings and lectures from weeks 1 to 7 (inclusive). The test will ask you to define some fundamental concepts, discuss relevance and importance of the concepts you have studied, and/or give examples. Lecture questions during the previous weeks' tutorials should give you a good indication of the direction you should take in your preparation for the test.

The only exception to not sitting an in-class test or examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you should consider applying for Special Consideration otherwise you will not receive any mark for this component of assessment.

On successful completion you will be able to:

- 1. Understand and explain the relationships between public relations and advertising, the media, international actors (state, national, NGOs and international enterprise) and the international public
- 2. Interpret the theories and practices surrounding intercultural communication and how they relate to public diplomacy and media and foreign policy

## Campaign Proposal

Due: **Week 13**

Weighting: **40%**

A clearly designed PR campaign proposal (2000 words) based on concepts taught in class

2000 words public relation campaign proposal.

### Requirement:

Imagine you are a PR consultant for an organisation (choose one from the Topics below), you are required to design a public relations campaign and present the PR campaign proposal to the organisation for which you are working. The proposal should cover the following:

1. Identification of the objectives of your communication campaign;
2. Background information of the organisation (historical, social, political, and cultural contexts, etc.)

3. Identification of the existing problems/threats;
4. Proposed/expected new developments;
5. Identification of actors (active/passive) involved and stakeholders affected by or affecting the campaign;
6. Discussion of how your strategies of communication, media management and evaluation will address each set of actors and stakeholders. Please demonstrate your knowledge and understanding of concepts from the readings and their bearing on your chosen strategies and over all campaign.

Please refer also to “Structure of the campaign proposal”, which explains how these contents should be structured in the proposal.

### **Topics:**

Choose one from the following scenarios:

1. Imagine that you are a public relations consultant for a political party of national level, campaigning for the upcoming election. You have been hired to design a communication campaign to improve the Party’s rating in the country.
2. Imagine that you are a public relations consultant for a corporation. You have been hired to design a communication campaign to promote its corporate image. You may elect to run the campaign in an international context or domestic context.
3. Imagine that you are a public relations consultant at the tourism department of a nation/state government. You have been hired to design a communication campaign to promote the country’s international image.

### **Structure of the campaign proposal**

Your proposal can begin with a brief synopsis outlining the problems and opportunities. Executive summaries should concentrate on only the most salient points and recommendations. (Re. cases studies in reading materials)

Your proposal should contain the following eight sections:

1. Situation analysis: This will be the introduction of the proposal. In this section, you should outline the problems or opportunities, comment on its implications, and identify possible consequences if no action is taken.
2. Objectives: Clearly describe the outcomes to be attained. Explain your objectives by relating them to the situation discussed in the above section.
3. Audiences: Identify the types of audiences targeted by your campaign. Discuss the relationship between them and your organization. Discuss their profiles.
4. Strategy: Describe your strategy while detailing the process by which you will achieve the above stated objectives and outcomes.

5. Tactics: Describe the specific activities that will operationalise your strategies towards the achievement of your stated objectives.
6. Schedule/ Timeline: Develop a task-time matrix that covers all the major tasks to be conducted. This can follow a Gant chart or any model chosen from your readings
7. Budget: Identify items of expected costs and potential resources for the campaign.
8. Monitoring and Evaluation: address how you will measure the effect of your campaign.

On successful completion you will be able to:

- 1. Understand and explain the relationships between public relations and advertising, the media, international actors (state, national, NGOs and international enterprise) and the international public
- 2. Interpret the theories and practices surrounding intercultural communication and how they relate to public diplomacy and media and foreign policy
- 5. Apply public relations theories in creating an international communication campaign

## **Delivery and Resources**

### **Classes**

Number and length of classes: 1 x 2 hour lecture and 1 x 1 hour tutorial

Attendance at the tutorial is compulsory

The timetable for classes can be found on the MQC Student Portal at: <http://student.mqc.edu.au/>

### **Required and Recommended Texts and/or Materials**

All the required readings are in the *ICOM 203 Course Reader* available from the Co-op bookshop.

All prescribed textbooks will be made available to students to purchase at the Phillip Street Coop Bookshop. Students will be able to view a full list of textbooks for all units on the Noticeboard link on the Student Portal at <http://student.mqc.edu.au/>

### **Selected Bibliography / Recommended Reading:**

- Black, Caroline (2002) *The PR Practitioner's desktop guide*, Sydney: Richmond
- Clarke, John, Janet Newman, Nick Smith, Elizabeth Vidler and Louise Westmarland (2007) *Creating Citizen-Consumers. Changing Publics and Changing Public Services*, London: Sage
- Coombs, W. Timothy and Sherry J. Holladay (2007) *It's Not Just PR. Public Relations in Society*. Malden, MA: Blackwell,
- Cowan, Geoffrey (2004) 'Can we make them love us? Public Diplomacy after 9/11', In: Kamalipour, Yahya R. and Nancy Snow *War, Media, and Propaganda. A Global Perspective*. Lanham: Rowman&Littlefield, pp. 227-235
- Curtin, Patricia A. (2007) *International Public Relations. Negotiating Culture, Identity, and Power*. London: Sage
- De Mooij, Marieke (2005) *Global Marketing and Advertising. Understanding Cultural Paradoxes*, London: Sage
- Desanto, Barbara and Jo Petherbridge (2002) 'BBC America: how Britain won the colonies back', In: Moss, Danny and Barbara DeSanto *Public Relations Cases. International Perspectives*, London: Routledge, pp. 39-50
- Guth, David W. And Charles Marsh (2006) *Public Relations. A Values-Driven Approach*, Boston: Pearson
- Heath, Robert L. (ed) (2001) *Handbook of Public Relations*. Thousand Oaks: Sage
- Jamieson, Kathleen Hall and Karlyn Kohras Campbell (1997) *The Interplay of Influence. News, Advertising, Politics, and the Mass Media*, Forth Edition, London: Wadsworth, pp. 292-306
- Kellner, Douglas (2004) 'Spectacle and Media Propaganda in the War on Iraq: A Critique of U.S. Broadcasting Networks', In: Kamalipour, Yahya R. and Nancy Snow *War, Media, and Propaganda. A Global Perspective*. Lanham: Rowman&Littlefield, pp. 65-77
- Leiss, William, Stephen Kline and Sut Jhally (1986) *Social Communication in Advertising. Persons, Products and Images of Well-Being*. London: Methuen
- Mattelart, Armand (1991) *Advertising International. The Privatization of Public Space*, London: Routledge
- Miller, David and William Dinan (2008) *A Century of Spin. How Public Relations became the cutting edge of corporate power*, London: Plato
- Moloney, Kevin (2006) *Rethinking Public Relations*, Second edition, London: Routledge
- Newsom, Doug (2004) *This is PR. The Realities of Public Relations*, eighth edition, London: Thomson Wadsworth
- Parkinson, Michael G. And Daradirek Ekachai (2006) *International and Intercultural Public Relations. A Campaign Case Approach*. Boston: Sage
- Reynolds, Sana and Deborah Valentine (2004) *Guide to Cross-Cultural Communication*. Upper

Saddle River, NJ: Pearson Prentice Hall.

Schmidt, Wallace V., Conaway, Roger N., Easton Susan S. And William J. Wardrope (2007) *Communication Globally. Intercultural Communication and International Business*. London: Sage

Thomas, David C. (2003) *Readings and Cases in International Management. A Cross-Cultural Perspective*. London: Sage

Tilson, Donn James and Emmanuel C. Alozie (2004) *Toward the Common Good. Perspectives in International Public Relations*, Boston: Pearson

Wilcox, Dennis L., Glen T. Cameron, Philip H. Ault and Warren K. Agee (2003) *Public Relations. Strategies and Tactics*, seventh edition, Boston: Pearson

Knightley, Phillip. (1989) *The First Casualty*. Sydney: Pan Books

## **Technology Used and Required**

Online units can be accessed at: <http://ilearn.mq.edu.au/>.

PC and Internet access are required. Basic computer skills (e.g., internet browsing) and skills in word processing are also a requirement.

Please consult teaching staff for any further, more specific requirements.

## **Learning and Teaching Activities**

### Participation in Seminar style classroom discussions

- You are required to attend a two-hour lecture and a one-hour tutorial each week. The tutorial is held in seminar style with weekly presentations.
- Students are expected to read the weekly articles, follow the news, read newspapers, participate actively in class and engage in discussions and class activities.

## **Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html) *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student\\_conduct/](https://students.mq.edu.au/support/student_conduct/)

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to



demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

## **Learning outcomes**

- 3. Analyse critically PR communication campaigns
- 5. Apply public relations theories in creating an international communication campaign
- 6. Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection, health promotion and anti-terrorism
- 7. Demonstrate knowledge and communicate it to the class and participate in discussions

## **Assessment tasks**

- Presentation
- Mid Session Assessment
- Campaign Proposal

## **Commitment to Continuous Learning**

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

## **Learning outcome**

- 2. Interpret the theories and practices surrounding intercultural communication and how they relate to public diplomacy and media and foreign policy

## **Assessment task**

- Campaign Proposal

## **Discipline Specific Knowledge and Skills**

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary

solutions to problems.

This graduate capability is supported by:

## **Learning outcomes**

- 2. Interpret the theories and practices surrounding intercultural communication and how they relate to public diplomacy and media and foreign policy
- 3. Analyse critically PR communication campaigns
- 4. Appraise the role of mass communication as a continuation and/or tool of foreign policy
- 5. Apply public relations theories in creating an international communication campaign
- 6. Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection, health promotion and anti-terrorism

## **Assessment tasks**

- Presentation
- Mid Session Assessment
- Campaign Proposal

## **Critical, Analytical and Integrative Thinking**

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

## **Learning outcomes**

- 1. Understand and explain the relationships between public relations and advertising, the media, international actors (state, national, NGOs and international enterprise) and the international public
- 2. Interpret the theories and practices surrounding intercultural communication and how they relate to public diplomacy and media and foreign policy
- 3. Analyse critically PR communication campaigns
- 4. Appraise the role of mass communication as a continuation and/or tool of foreign policy
- 5. Apply public relations theories in creating an international communication campaign
- 6. Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection, health promotion and anti-terrorism

- 7. Demonstrate knowledge and communicate it to the class and participate in discussions

## **Assessment tasks**

- Presentation
- Mid Session Assessment
- Campaign Proposal

## **Problem Solving and Research Capability**

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

### **Learning outcomes**

- 4. Appraise the role of mass communication as a continuation and/or tool of foreign policy
- 5. Apply public relations theories in creating an international communication campaign
- 6. Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection, health promotion and anti-terrorism

## **Creative and Innovative**

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

### **Learning outcomes**

- 4. Appraise the role of mass communication as a continuation and/or tool of foreign policy
- 5. Apply public relations theories in creating an international communication campaign
- 6. Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection, health promotion and anti-terrorism
- 7. Demonstrate knowledge and communicate it to the class and participate in discussions

## Assessment tasks

- Presentation
- Campaign Proposal

## Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

## Learning outcomes

- 1. Understand and explain the relationships between public relations and advertising, the media, international actors (state, national, NGOs and international enterprise) and the international public
- 5. Apply public relations theories in creating an international communication campaign
- 6. Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection, health promotion and anti-terrorism
- 7. Demonstrate knowledge and communicate it to the class and participate in discussions

## Assessment tasks

- Participation
- Presentation
- Mid Session Assessment
- Campaign Proposal

## Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

## Learning outcomes

- 5. Apply public relations theories in creating an international communication campaign

- 6. Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection, health promotion and anti-terrorism

## **Assessment tasks**

- Participation
- Campaign Proposal

## **Socially and Environmentally Active and Responsible**

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

## **Learning outcomes**

- 5. Apply public relations theories in creating an international communication campaign
- 6. Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection, health promotion and anti-terrorism

## **Assessment task**

- Presentation