



MAS 390

Public Relations Practice

S2 Day 2015

Dept of Media, Music & Cultural Studies

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Disclaimer

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General Information

Unit convenor and teaching staff

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Credit points

3

Prerequisites

MAS389

Corequisites

Co-badged status

Unit description

The objective of this unit is to develop practical public relations (PR) skills, including: strategy writing, budgeting and professional presentation. Students work in groups as small PR agencies pitching for business of either commercial or non-profit organisations. The unit offers real-life case studies as well as a possibility of the best proposed ideas to be taken up by client organisations. It is expected that students use the knowledge acquired in MAS389 and that all the assessments in this unit answer to the professional industry standards. The unit develops critical, analytical and creative thinking and further develops students' effective communication capabilities.

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:

Develop problem-solving skills through strategic and analytical research

Produce a communication strategy that shows competence in designing a communication plan and all its required components which demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications

Apply relationship management skills and the ability to reflect upon working as a member of a team and with an external client

Use professional writing skills that provide evidence of your capacity to tailor material to the target audience, incorporating high level English writing skills

Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning

Build your capacity to be socially inclusive and sustainable in your understanding of how to produce ethical communication strategies for disadvantaged communities and environmental groups in Australia and internationally.

Assessment Tasks

Name	Weighting	Due
<u>Research report</u>	20%	5pm Fri 21 Aug
<u>PR Strategy Report</u>	40%	Wed 30 Sept (in class)
<u>PR strategy pitch</u>	20%	Weeks 12 and 13
<u>Reflection on Team Project</u>	10%	5pm Fri Nov 6
<u>Tutorial Participation</u>	10%	Ongoing

Research report

Due: **5pm Fri 21 Aug**

Weighting: **20%**

This is an individual assessment.

For this report, you will research the communication situation of the partner organisation you will be working with (organisations will be allocated in the first tutorial) using the client brief, which will be available on ilearn, as a starting point. Engage in desk-top/online research to gather useful background information about the organisation, key issues affecting it, key stakeholders, as well as the sector more broadly. Also, attempt to clarify the key communication problem or situation that the client wants tackled by your team. As you may have limited information from the client at this stage, this can be presented in an open-ended way e.g. It appears that the client would like..., and may become clearer following your face-to-face briefings

with your client in week 5. This report should prepare you well for your week 5 briefing with the organisation.

Maximum 1000 words.

Marking criteria:

Reading, research & relevance (50%):

- Evidence of detailed research into the organisation, the sector more broadly, and key stakeholders.
- Consideration of relevant political, social, cultural and historical issues relating to the organisation.
- Discussion of the client's present communication problem or situation.

Expression (30%):

- Written in an appropriate factual report style.
- Ideas are expressed clearly and succinctly.
- Correct grammar, vocabulary spelling and punctuation.

Presentation (20%):

- Correct referencing (footnotes only).
- Formatted as a report (it can have some dot points where relevant).
- Looks polished and professional.

Your research report should be submitted electronically via Turnitin.

On successful completion you will be able to:

- Develop problem-solving skills through strategic and analytical research
- Produce a communication strategy that shows competence in designing a communication plan and all its required components which demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications
- Use professional writing skills that provide evidence of your capacity to tailor material to the target audience, incorporating high level English writing skills
- Build your capacity to be socially inclusive and sustainable in your understanding of how to produce ethical communication strategies for disadvantaged communities and environmental groups in Australia and internationally.

PR Strategy Report

Due: **Wed 30 Sept (in class)**

Weighting: **40%**

This team-based report will be marked as a group.

The assignment requires you to work in a small group as a PR consultancy to develop a comprehensive communications plan (PR strategy) for your client. Through discussion and negotiation at team meetings, you will work with your team members to divide responsibility for its various components. It is suggested that you learn about and take into account each individual member's strengths and ensure fair distribution of tasks.

Strategy reports typically address such aspects as message design, key publics, tactics, evaluation, and include media releases, timelines, and budgets. Lectures and tutorials will cover how to work effectively in a group and the type of content that needs to appear in a PR strategy document.

After the contents page, include a brief 'acknowledgements' section (one paragraph) outlining the major contributions of each team member during the development of the campaign. The purpose of this section is to demonstrate the professional approach taken in dividing the tasks and working together as a team. Note that while you may experience difficulties in the course of working with others, it is part of the experience to develop skills in negotiation and leadership as you try and overcome difficulties and achieve a positive outcome for all. You may also acknowledge and thank your client for their assistance and input during the development stages.

As a whole, the report should have a consistent style throughout and no individual's work should be identifiable. To achieve this it is recommended that one student be responsible for the final editing.

Your mark will be based on how well you work as a team to deliver a report with appropriate content, creative solutions to the communication problem, effective design and layout, and clarity of expression.

After receiving feedback from your tutor, you are expected to update your report and provide a clean copy to your client and tutor at the presentation. The document is expected to meet professional standards.

There is no word count for this report. It should meet the needs of your campaign.

Marking criteria:

- Strategic thinking: the campaign document aligns with client's needs and expectations by analysing the issues presented by the client and addressing the client's communication problem through a series of targeted strategies (35%)
- Practicability and creativity: competence in designing a communication plan and its various components, including well-designed messages, clearly identified key publics, appropriate tactics, inclusion of evaluation strategies, and appendices of media releases, timelines, budgets etc. (35%)
- Professionalism: evidence of effective teamwork as seen through the acknowledgements

section and presentation of a comprehensive and seamless report, which flows logically, is well edited/proofread, uses consistent and correct spelling, and has a professional and clean format, design, and layout (30%)

Your strategy report should be submitted in hard copy form in class in Week 8. One group member must also submit the document electronically to Turnitin.

On successful completion you will be able to:

- Develop problem-solving skills through strategic and analytical research
- Produce a communication strategy that shows competence in designing a communication plan and all its required components which demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications
- Apply relationship management skills and the ability to reflect upon working as a member of a team and with an external client
- Use professional writing skills that provide evidence of your capacity to tailor material to the target audience, incorporating high level English writing skills
- Build your capacity to be socially inclusive and sustainable in your understanding of how to produce ethical communication strategies for disadvantaged communities and environmental groups in Australia and internationally.

PR strategy pitch

Due: **Weeks 12 and 13**

Weighting: **20%**

In week 12 or 13, your group (consultancy) will present your PR strategy to your client and pitch for the account. All group members are expected to have a speaking role and members should work together to ensure smooth and logical links between each speaker. The group presentation will be assessed by both the tutor and/or convenor and the client. You will receive a group mark for the presentation.

The presentation should be 15 to 20 minutes long. It will be followed by 10 minutes for questions from the panel members.

Marking criteria:

Content: Did the presentation pitch address the key elements of the strategy? Were relevant details provided? Did it address the communication problem in a creative and effective way? Did the response demonstrate depth of thought and attention to a range of concerns? Did each team member play a key role in the delivery of important content? Were all group members prepared to effectively answer questions from clients and/or the tutor?

Structure: Was the introduction clear and did the body and conclusion follow on in a logical

manner? Was there a smooth transition between speakers? Did the parts link well to one another?

Presentation: Did the presentation engage the audience? Were the presenters enthusiastic and motivated? Did they work well as a team? Were visual aids appropriate, well designed, easy to read and attractive? Did they support the key message?

On successful completion you will be able to:

- Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning
- Build your capacity to be socially inclusive and sustainable in your understanding of how to produce ethical communication strategies for disadvantaged communities and environmental groups in Australia and internationally.

Reflection on Team Project

Due: **5pm Fri Nov 6**

Weighting: **10%**

Your reflection mark will be based on the following 2 components:

Work-in-progress diary (5%)

From week 5 (client meeting) until your presentation is complete in week 12 or 13 you will be required to write a weekly work-in-progress diary where you keep notes on what you are doing on your client campaign that week, how you feel the project is going, what is going well and what might need to be changed to improve the way you work together as you progress towards the deadlines. There should be one entry per week. It can be a paragraph with sentences or written in dot points with sufficient detail. The first diary entry should include a list of tasks and responsibilities for your project decided at your group's first meeting, which should then be converted into a timeline. Your timeline may change as you go along, but it will help to structure your group work and should be seen as the foundation of successful project management. Explain what has been achieved (or not) with reference to your timeline over the weeks. You may include details and reflections on face-to-face discussions, emails, or other forms of discussion that take place in class as well as out of class.

End-of-project reflection (5%)

After the presentations, you are required to reflect on the overall process of participating in a group project for an environmental or social organisation. There are 3 parts:

1. Team members' strengths and areas for improvement (approx. 4 pars): Reflect on the relative contributions of each team-member to the written report, oral presentation and weekly preparations, pointing out for each team member at least one thing they did well as well as at least one thing they could improve on. Include a paragraph for each team member including yourself. You may solicit feedback/quotes from your teammates about your strengths and areas for improvement to use in your report. You may also select notes from your work-in-progress

diary to provide examples from the team experience to back up your points.

2. Approaches to group work (2 pars): Write 2 paragraphs linking key experiences with two pertinent concepts on teamwork from your readings and/or other academic readings (include at least 2 references). Use the references to help explain your reflections on approaches to groupwork that were motivating and worked well, as well as incidents which were more difficult to manage and may be key learning experiences. You may also include reflections on your discussions with your client representative. Explain what you personally might have done differently to enhance teamwork.

3. Experience working for an environmental or social organisation (1-2 paragraphs): Write 1-2 paragraphs reflecting on your experience working for an environmental or social organisation as part of this unit. Note which organisation you worked for and use the following questions as a guide for your reflection: What are the benefits of working for an organisation in this field? What are the main challenges? Was there anything you hadn't expected? Has it changed the way you think about certain issues, environments, objects or people? Do you feel you have developed in your capacity to be socially inclusive and/or sustainable? Have you changed any behaviours (including ways of communicating) as a result of working for this organisation? Has it made you re-consider your career path? If so, how? If not why not? There is no right or wrong answer. You will be marked on the depth of attention to and consideration of your experience.

Marking criteria

Diary: Key points for diary reflections are carefully selected and appropriately detailed (approx. 1 paragraph per week), entries cover from week 5 until week 12 or 13 (after your presentation)

Reflection: Thoughtful and considerate presentation of the strengths and weaknesses in your teamwork, drawing on pertinent examples and details from your experience; areas for improvement among your team members and yourself discussed with a spirit of empathy and sense of professional development; two pertinent and well-chosen teamwork concepts chosen and appropriate academic references on teamwork inform the reflection; insightful reflection on working with an environmental or social organisation.

Overall expression: Clearly and succinctly presented, well chosen details, free from grammatical and spelling errors, well formulated dot points (if used), full and correct referencing (either Harvard or footnote style referencing are fine but one should be selected and used consistently)

Your work-in-progress diary and end-of-project reflection should be submitted as one document to Turnitin.

On successful completion you will be able to:

- Develop problem-solving skills through strategic and analytical research
- Apply relationship management skills and the ability to reflect upon working as a member of a team and with an external client
- Use professional writing skills that provide evidence of your capacity to tailor material to the target audience, incorporating high level English writing skills

- Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning
- Build your capacity to be socially inclusive and sustainable in your understanding of how to produce ethical communication strategies for disadvantaged communities and environmental groups in Australia and internationally.

Tutorial Participation

Due: **Ongoing**

Weighting: **10%**

You will be marked on the consistency and quality of your contributions to tutorial discussions and activities (just turning up to class will not guarantee any marks awarded).

Marking criteria:

Understanding: Clear oral expression demonstrating critical understanding of key concepts raised in the readings, lectures and tutorials; quality of questions raised

Application: Ability to apply pertinent MAS390 concepts to cases and campaigns in class discussions and workshops

Attitude: Positive engagement with classmates and the tutor

On successful completion you will be able to:

- Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning

Delivery and Resources

Lectures

Lectures run from 10-11am on Wednesdays. It will include a lecture series by presented by industry experts who are excited about and willingly giving up their time to talk to students with an interest in a career in PR.

Tutorials

You are required to attend a 1-hour tutorial each week.

Tutorials begin in week 2.

Tutorials in weeks 1-4 will focus on developing the skills you need to develop your PR strategy. In weeks 6-11 you will work on your project in a workshop environment.

Activities done in the tutorials will be based on the lectures and readings.

In week 5, you will attend a briefing session with your client during your normal tutorial time. Please check your email for announcements on meeting locations.

Presentations to clients will be held in normal tutorial times in weeks 12 and 13 on campus. The

presentations will be held in the Hearing Hub.

Please also consult the MQ Timetable website: <http://www.timetables.mq.edu.au> for up-to-date information on your class times and classroom locations.

MAS390 is a 3 credit point unit. This means that you should spend 10 hours of study per week in addition to your weekly classes (this includes non-teaching weeks) - this includes working with your team.

Required Readings

All the required readings will be available electronically on iLearn under the weekly topics as well as on the library's eReserve.

Recommended textbooks include:

Smith, Ronald D., 2009, *Strategic Planning for Public Relations*, Routledge/Taylor & Francis, NY

Johnston, J. and Sheehan, M. (eds), 2014, *Public Relations: theory and practice*, Allen & Unwin, Sydney

Mahoney, J. 2013, *Strategic Communication: Principles and Practice*, Oxford University Press, Melbourne

Emails

Generally student emails will be replied to within 48 business hours. Students should not expect emails to be returned on weekends and after hours. Students should ensure that they can receive emails sent to their MQ email addresses.

Technology Required

This unit will make extensive use of iLearn <https://ilearn.mq.edu.au/>. Required readings, comprehensive information on assessment tasks, important announcements will be posted to iLearn. Make sure you check iLearn and your Macquarie University email account regularly particularly in the lead-up to client briefings and presentations.

Students are required to have regular access to a computer and the internet. Mobile devices alone are not sufficient. Basic computer skills (e.g., internet browsing) and skills in word processing are also a requirement.

For technical support go to: http://mq.edu.au/about_us/offices_and_units/informatics/help

For student quick guides on the use of iLearn go to: http://mq.edu.au/iLearn/student_info/guides.htm

Unit Schedule

Weekly Schedule

<p>Week 1 Jul 29</p>	<p>Introduction and projects</p> <p>Objectives:</p> <ul style="list-style-type: none"> · Introduce MAS390, clients and projects · Revisit useful principles of strategic communication · Introduce the principles of working in groups · Introduce the principles of public relations writing
<p>Week 2 Aug 5</p>	<p>Planning and research</p> <p>Objectives:</p> <ul style="list-style-type: none"> · Establish project research strategies · Clarify the structure of PR proposals · Define the parameters of the planning process · Finalise teams and clients
<p>Week 3 Aug 12</p>	<p>Pitching and presentation</p> <p>Objectives:</p> <ul style="list-style-type: none"> · Introduce the importance of business etiquette · Introduce the principles of writing for a business audience · Establish the principles of public relations writing
<p>Week 4 Aug 19</p>	<p>Groupwork – theory and practice</p> <p>Objectives:</p> <ul style="list-style-type: none"> · Determine how groups function · Understand you and your group dynamics
<p>Week 5 Aug 26</p>	<p>No lecture</p> <p>Compulsory client briefings</p> <p>Objectives:</p> <ul style="list-style-type: none"> · Establish a good working relationship with your client · Understand your client's business, expectations and communication needs · Define your project plan and assign project tasks to team members
<p>Week 6 Sept 2</p>	<p>Goals, objectives and publics</p> <p>Objectives:</p> <ul style="list-style-type: none"> · Determine the difference between goals and objectives · Determine the parameters of measurable objectives and evaluation · Differentiate between various types of objectives · Introduce the principles of segmenting publics

<p>Week 7</p> <p>Sept 9</p>	<p>Strategy and tactics</p> <p>Objectives:</p> <ul style="list-style-type: none"> · Understand the difference between strategy and tactics · List types of PR tactics that would be useful for MAS390 projects · Understand how to budget
<p>Mid-semester break – Use this time to work together on your project.</p>	
<p>Week 8</p> <p>Sept 30</p>	<p>Social media</p> <p>Objectives:</p> <ul style="list-style-type: none"> · Examine role of social media in campaigns
<p>Week 9</p> <p>Oct 7</p>	<p>Media and stakeholder relations</p> <p>Objectives:</p> <ul style="list-style-type: none"> · Review the principles of media relations · Understand the principles of stakeholder relations
<p>Week 10</p> <p>Oct 14</p>	<p>Social responsibility</p> <p>Objectives:</p> <ul style="list-style-type: none"> · Start finalising projects · Review the principles of PR for non-profit organisations · Determine the differences between corporate and not-for profit projects
<p>Week 11</p> <p>Oct 21</p>	<p>No lecture.</p> <p>Managing presentations and finalising campaigns</p> <p>Objectives:</p> <ul style="list-style-type: none"> · Understand the difference between 'pitching' and 'presenting' · Determine the best structure and communication mix for your presentation and rehearse · Finalise projects - make sure you tie up all loose ends and go through the checklists and make sure all the boxes have been ticked · Make sure everyone has handed in their written material for a final edit as a completed document.
<p>Weeks 12 &13</p> <p>Oct 28 & Nov 4</p>	<p>Presentations to clients.</p>

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

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

Disruption to Studies Policy 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/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

What is required to complete the unit satisfactorily

Assessment tasks are aligned to the unit Learning Outcomes. Timely submission of assessment tasks is a unit requirement or penalties apply. 5% per day (including weekends) will be deducted for all late submissions unless Disruptions to Studies (including a request for an extension) is approved.

You are required to attend all tutorials. As participation in the process of learning is linked to and underpins the unit Learning Outcomes, you will need to either apply for Disruptions to Studies to cover any missed tutorial (if the disruption is greater than three consecutive days) or supply appropriate documentation to your unit convenor for any missed tutorial (if less than three consecutive days).

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments_of_media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Information is correct at the time of publication

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) 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](#)

Other student support services

<http://students.mq.edu.au/support/>

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

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

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

- Produce a communication strategy that shows competence in designing a

communication plan and all its required components which demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications

- Apply relationship management skills and the ability to reflect upon working as a member of a team and with an external client
- Use professional writing skills that provide evidence of your capacity to tailor material to the target audience, incorporating high level English writing skills
- Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning

Assessment tasks

- PR Strategy Report
- PR strategy pitch
- Reflection on Team Project

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 outcome

- Build your capacity to be socially inclusive and sustainable in your understanding of how to produce ethical communication strategies for disadvantaged communities and environmental groups in Australia and internationally.

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

- Develop problem-solving skills through strategic and analytical research

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

- Develop problem-solving skills through strategic and analytical research
- Produce a communication strategy that shows competence in designing a communication plan and all its required components which demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications
- Use professional writing skills that provide evidence of your capacity to tailor material to the target audience, incorporating high level English writing skills

Assessment tasks

- Research report
- PR Strategy Report

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

- Develop problem-solving skills through strategic and analytical research
- Produce a communication strategy that shows competence in designing a communication plan and all its required components which demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications

Assessment tasks

- Research report
- PR Strategy Report
- PR strategy pitch
- Reflection on Team Project

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

- Develop problem-solving skills through strategic and analytical research
- Produce a communication strategy that shows competence in designing a communication plan and all its required components which demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications

Assessment tasks

- Research report
- PR Strategy Report
- Reflection on Team Project

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

- Produce a communication strategy that shows competence in designing a communication plan and all its required components which demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications

- Apply relationship management skills and the ability to reflect upon working as a member of a team and with an external client
- Use professional writing skills that provide evidence of your capacity to tailor material to the target audience, incorporating high level English writing skills
- Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning
- Build your capacity to be socially inclusive and sustainable in your understanding of how to produce ethical communication strategies for disadvantaged communities and environmental groups in Australia and internationally.

Assessment tasks

- PR Strategy Report
- PR strategy pitch
- Reflection on Team Project

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

- Apply relationship management skills and the ability to reflect upon working as a member of a team and with an external client
- Build your capacity to be socially inclusive and sustainable in your understanding of how to produce ethical communication strategies for disadvantaged communities and environmental groups in Australia and internationally.

Assessment task

- PR Strategy Report

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

- Apply relationship management skills and the ability to reflect upon working as a member of a team and with an external client
- Build your capacity to be socially inclusive and sustainable in your understanding of how to produce ethical communication strategies for disadvantaged communities and environmental groups in Australia and internationally.

Assessment tasks

- PR Strategy Report
- PR strategy pitch

Course Outline

MAS390 Public Relations Practice is a PACE subject which builds on MAS389 Public Relations Theories. It aims to equip you with practical public relations skills by giving you the opportunity to apply the knowledge and skills you have gained to solving a current communications challenge.

In this unit, you will work as part of a team to design a communications strategy for an organisation to which you will pitch your solution at the end of the semester. The course has been designed to mirror working in a PR consultancy (as much as possible).

Your team of 4-5 students will function as a boutique PR agency. Lectures, tutorials and workshops will emphasise practical PR skills and contemporary practices and you will be expected to apply the theoretical knowledge acquired in MAS389.

Your task will be to develop ethical communication strategies for organisations that aim to support disadvantaged communities, culturally diverse groups, and/or environmental missions. The unit thus offers you a chance to gain direct experience in working with and for organisations that have social inclusion and sustainable practices at the core. Reflection on these experiences are designed to help you to consider future career opportunities in these areas.