



MAS 390

Public Relations and Social Media 2

S2 Day 2016

Department of Media, Music, Communication and Cultural Studies

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General Information

Unit convenor and teaching staff

Unit Convenor/Tutor

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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 professional industry standards. The unit develops critical, analytical and creative thinking skills 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

Demonstrate high level English-language writing skills that provide evidence of your capacity to tailor material to the target audience

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

Assessment Tasks

Name	Weighting	Due
<u>Weekly Insights & Impact</u>	25%	Weeks 2-6
<u>PR Strategy Report</u>	35%	Week 8, Fri Oct 7, 11.59pm
<u>PR Strategy Pitch</u>	30%	Weeks 12 and 13
<u>Tutorial Participation</u>	10%	Ongoing

Weekly Insights & Impact

Due: **Weeks 2-6**

Weighting: **25%**

Every week from week 2 to week 6 you are required to respond to a set of weekly reflection questions. These questions are designed to help you connect your readings, the lectures and any extra research you conduct with your specific team project and help you develop a solid basis for your strategy. The questions are:

- What did you learn this week? Explain how one key insight from the set readings as well as one key idea from the lecture is helping you to think about your project work. You may connect this insight to something else you find online.
- What impact did you have this week on your team? Explain the key things you did or found out this week that helped propel the project work forward. (e.g. sections you worked on, research you conducted, skills you tested out or applied)
- What questions or concerns do you have for the tutor and/or colleagues about team work or the project that you need clarity on to help you move forward? Or is there anything

else you'd like to share that relates to the project?

Each week's submission should be 300-400 words. They may include dot points, and should be succinct, clear and professional in style.

These insights will be used as the basis for your weekly 'reflection huddles' with your teams in tutorials (see 'Participation' assessment below) and are designed to help drive your team project forward. As such, they are to be written for the benefit of your own learning as well as to share key insights, ideas, and concerns with your team. Where relevant include references and links to online sources so team members and the tutor can easily find the relevant articles, videos, podcasts or other resources you may refer to. Any extra resources you find will ideally also be useful for including in your final strategy.

Your insights are to be submitted to an online blog within ilearn at least 24 hours before your next tutorial. Your tutor will make a note of your timely contributions. As well as assessing your engagement with the lectures and readings, your tutor will use these insights to monitor your team's progress and use them as the basis for mentoring and for assisting with difficulties during your in-class meetings. Your 5 submissions will be marked holistically after Week 6.

Marking criteria

Engagement with course material: Evidence of thorough engagement with set readings and lectures over the 5 weeks.

Insightfulness: Points from the readings and lectures and questions are strategically selected and linked to your project to help propel your team work and project work forward.

Expression: The language is clearly and succinct, free from grammatical and spelling errors. It is easy for team members and the tutor to follow and motivating in tone. If dot-points are used, they are well formulated.

Referencing: Full and correct referencing (Harvard style). Includes references for set texts, lectures and relevant websites. (References will not be included in the word count)

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
- Demonstrate high level English-language writing skills that provide evidence of your capacity to tailor material to the target audience

PR Strategy Report

Due: **Week 8, Fri Oct 7, 11.59pm**

Weighting: **35%**

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. Your strategy report will

include sections on your organisation's background, purpose/vision, key issues, key publics, goals and objectives, key messages, tactics, evaluation, timeline, and budget. At the beginning of the document also include a page introducing your agency, its members and their specialisations (indicating which sections they worked on).

Sample mock-ups of media releases, website designs, social media posts, bios of spokespeople, brochures etc. as appropriate can be included in an appendix and will not be included in the word limit. Only include original material in the appendix and make sure anything included is referred to in the body of your strategy report.

Through discussion and negotiation at team meetings, you will work with your team members to negotiate and divide responsibility for its various components. i.e. while you are encouraged to work closely together on all sections, you will have primary responsibility for particular sections. You are expected to take into account each individual member's strengths and ensure fair distribution of tasks. You will receive an individual mark for sections you contribute to the report, but this mark will be tightly connected with the overall group effort. Your name should be included under the sub-heading for each of the sections for which you are responsible.

Lectures and tutorials will cover the type of content that needs to appear in a PR strategy document and you will have a chance to workshop and plan sections of the report in class.

As a whole, the report should have a consistent style throughout. To achieve this, you may discuss and agree to follow a particular style guide, and one student may be responsible for giving the entire document a final edit.

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. Where possible raise any issues with your tutor as soon as possible - they are there to help and mentor you through team-based issues as well as on the development of content.

Your mark will be based on how well you are able to deliver your sections of the report, including appropriate content, creative solutions to the communication problem, clarity of expression, use of salient theory, research and/or comparative case studies that are well-referenced to back up your choices, and effective design and layout that melds well with the rest of the report's content and style. The document is expected to meet professional standards.

After receiving feedback from your tutor on your marked report, you are expected to update your report and provide a clean copy to your client and tutor at the presentation. Your final report will be examined for its professional style as part of your presentation mark. Your one-paragraph overview on what you have updated in your section in light of feedback from the tutor will also be considered as part of your presentation mark (see further details under 'PR Strategy Pitch' below).

This report should be a maximum of 2500 words, with each student responsible for roughly 400-500 words depending on group size. The language should be extremely tight. If you are having difficulties with the word length, speak to your tutor for further advice well prior to submission.

Marking criteria:

- Strategic and creative thinking: Your contribution to the campaign document demonstrates clear alignment with the client's needs and expectations and a creative approach to the communication problem. It effortlessly melds with the other strategic elements of the plan prepared by your colleagues without contradiction or the need for repetition.
- Research and Theory: Your contribution to the campaign document includes succinct references to pertinent research relevant to the section or sections on which you are contributing, and demonstrates in simple and succinct language suitable for the client that the selected approach is underpinned by solid research and principles of best practice.
- Writing: The written style of your section links seamlessly to the other sections of the report, highlighting superior ability to follow a consistent 'in-house' style and utilise editing and proofreading support from colleagues where required to ensure the final product flows effortlessly and logically. It should be well edited/proofread, use consistent and correct spelling, and have a professional and clean format, design, and layout.
- Referencing: Full and correct referencing is applied (Harvard style). In-text references should be included in your section. The complete reference list at the end of the document combining all references used in the document will also be examined for style.

Each team member should submit the entire team's strategy report to Turnitin. Your name should appear clearly under each sub-heading for which you were responsible. You will receive individual feedback on your sections, what you can work on to improve these sections for your final submission to the client, and on how well your parts fit with the whole report. (Note: you will likely receive a 100% matching report from Turnitin given that you will be uploading the same document as your colleagues. There is no need to worry about this. Markers will, however, look at the originality reports for sections that may have been copied from other sources).

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
- Demonstrate high level English-language writing skills that provide evidence of your capacity to tailor material to the target audience

PR Strategy Pitch

Due: **Weeks 12 and 13**

Weighting: **30%**

In week 12 or 13, your consultancy will present your PR strategy to your client. Your goal is to convince your client that the strategy you have put together will solve the communication challenges they are currently facing and your team will provide the best possible results for them.

All team members are expected to have a speaking role and members should work together to ensure smooth and logical links between each speaker. You will receive an individual mark for the presentation, though it will be strongly linked to how well you come across as a team.

The presentation should be 15 minutes long in total, with each student speaking for approximately 3 minutes depending on group size). It is up to you how you design the presentation in terms of whether each speaker speaks once or in coordinated way that involves multiple shorter sections for each speaker - whichever you think will be more engaging and easily digestible for your audience.

Note that this time is short and you may not have time to cover everything you have in your written document, so you will have to be highly strategic in selecting the most important and innovative aspects that will make your team stand out. You may tell the client where to look in the report for further details.

You are encouraged to use images and short videos where appropriate to help enable your client to visualise your strategy.

The formal presentation will be followed by 3-5 minutes of questions from the client.

During the presentation you will present your final hard-copy strategy report to the client. One student is also required to upload a copy of your group's written report to a USB provided by the convenor [Titled: Client name - your team members first names]. This report should be updated based on feedback on your marked report. As part of the presentation mark, your final team report will be examined for its professional style and physical attractiveness.

The client will also provide feedback on your presentation and report, which will be taken into account when providing feedback on your presentation and deciding on your final mark.

All students should upload a copy of their section of the final presentation slides in PDF format to Turnitin by 5pm on the Monday following their presentation (i.e. just after your presentation in week 12 or 13). These slides should contain one additional slide at the beginning briefly explaining what you changed to your section of your written report as a result of feedback from the tutor and another slide with a few dot point reflections on how you felt your presentation with the client went (e.g. what did you and your team did well, what aspects the client seemed most engaged with, what could have been improved to better connect with and impress your client) as well as how you felt about the whole process of working with the client over the semester and what you learnt about PR work.

Feedback by the tutor on your contribution to the presentation will be provided on Turnitin.

Marking criteria:

- **Articulation of strategy:** Your contribution to the team presentation clearly explains a key element of the strategy and demonstrates an ability to strategically use supporting evidence that makes the chosen approach completely convincing. It may use such techniques as comparative stories or evidence drawn from research into past campaigns conducted by the client or similar organisations'. Your element clearly melds with the other elements of the overall strategy expressed by your colleagues. Your presentation helps the team stay within the time limit.
- **Spoken language:** Your presentation style involves simple and clear language that is specifically designed for your client with whom you have already built up a relationship. The selected language will show a high degree of respect for the client as well as your team members (e.g. through the way you link to other team members sections). Your tone of voice will exude confidence and enthusiasm for working with your client as part of your team and solving their particular communications need.
- **Body language:** Your body language including gestures and eye contact will also exude confidence and enthusiasm for working with your client as part of your team and solving their particular communications need.
- **Visual aids:** Your visual / audio-visual aids are creative, original, easy to read, attractive, and support the key message. Thematically, they are well aligned with the rest of your team's visuals.
- **Final strategy report:** Your agency's final strategy report submitted during the presentation looks highly attractive, professional and inviting to read. It makes appropriate use of headings, white space and images to break up the text. The layout, including referencing, is clean and consistent across sections. There are no obvious typos. Your paragraph (included at the beginning of your presentation slides submitted to Turnitin) explaining what you changed in the written report in response to feedback from your tutor demonstrates a strong ability and willingness to respond to feedback. The noted changes are clearly reflected in the final report submitted to the tutor and client.
- **Reflections on presentation to client:** Your reflections on how well you felt you and your team presented and connected with the client during the pitch and working with the client over the semester (included at the beginning of your presentation slides submitted to Turnitin) demonstrate a strong awareness of the principles of two-way engagement and a spirit of reflecting for the purposes of personal and team development.

All of these aspects will be weighted evenly.

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

Tutorial Participation

Due: **Ongoing**

Weighting: **10%**

You will be marked on the consistency and quality of your oral contributions to in-class meetings with your team as well as whole class discussions and activities. This mark will include contributions made as part of your weekly 'huddle reflections' where you discuss issues arising from the written weekly insights on the lectures, readings and project work.

Marking criteria:

Understanding and application: You demonstrate a deep understanding of pertinent MAS390 concepts and an ability to apply them appropriately and creatively to cases and campaigns in class discussions.

Attitude: You demonstrate a strong motivation to engage with team members, fellow classmates and the tutor in a positive manner. You show interest in engaging with the client project as well as other case studies.

Consistency of contribution: You consistently engage in the process of learning in both small group and whole class discussions throughout the semester.

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

Delivery and Resources

Lectures

Most lectures for this unit will be pre-recorded lectures presented by highly engaging industry experts and will be available on ilearn. You should listen to these at least 2 days before your class. Your insights on the lectures in Weeks 2-6 will be directly assessed as part of your 'Weekly Insights and Impact' assessment (due 24 hours before class in these weeks), while your reflections on other lectures will contribute to your participation mark. There may be occasional extra guest lecturers who will come onto campus to present a lecture face-to-face during the allocated lecture time. You will be informed by ilearn of any live lectures and will be expected to engage with such lectures either in-person or via Echo360. Your presence at these live guest lectures is strongly anticipated.

Tutorials

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

Tutorials begin in week 1. It is essential that you attend from Week 1 as teams will be formed in the first week. You will be assigned a client and your tutor will provide an initial overview of the client's communication issue to get you started on your group project.

Tutorials will consist of intensive incubation meetings where you will be able to work on your team projects, apply different skills, and analyse a range of cases. As soon as you get to class you will begin your 10 minute 'reflection huddles' with your 'colleagues' where you will discuss key insights and reflections arising from the readings and lectures and as part of the 'Weekly Insights and Impact' assessment. This may be followed by set activities designed to help you acquire a particular skill or apply it to your project. The last 5 minutes of class may be used to assign roles and tasks among team members for the coming week.

Your tutor will move from group to group and will provide oral feedback on your work-in-progress and help mentor you through any issues that arise.

Client meetings

Your tutor will set you up with relevant contact details for your client and it will be your team's responsibility to arrange meetings with the client.

It is suggested that one person in each team is selected to be the client liaison. They will be expected to make initial email contact with the client by Week 3.

It is essential that by the end of Week 5, you have attended a formal briefing session with your client (the earlier the better). While you will come to the meeting having already done extensive desk-based research into your client (e.g. looked at their website, media reports etc.), in this meeting you will gain a deeper understanding of them and their organisational goals. It will be your chance to clarify their communication needs (e.g. What is the issue? Who are they trying to reach out to? With what message? Why?).

You should let your tutor know as soon as you have arranged a time to meet your client. The briefing meeting may be during your normal tutorial time or at another time. It may be on campus

or on the client's premises as negotiated with the client. Face-to-face or Skype meetings are acceptable. Ideally all team members will be at the meeting.

If you are having trouble contacting your client please let your tutor know as early as possible. There may be one or two cases where the client will be away on business for several weeks. In known cases, your tutor or the convenor will let you know and will 'act' as the client while they are away.

Presentations to clients will be held in normal tutorial times in weeks 12 and 13 on campus. This is where you present your team's polished written strategy report and pitch for their business.

Out-of-class commitment

MAS390 is a 3 credit point unit. This means that you should allocate 10 hours of study per week in addition to your weekly classes (including non-teaching weeks). Part of this time will consist of reading of set texts, engaging with lectures, researching for your project, and writing, while part of the time should involve collaboration with team members on the project, including liaising with the client. While you will have some time in class to meet, discuss, and work on your strategy with your team members, you will likely need more time to work directly with your team members outside of tutorials. This may be done face-to-face or via collaborative online tools.

Required Readings

The required readings will be available electronically on iLearn under the weekly topics as well as via the library's database and eReserve.

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 during this unit.

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 and Set Readings

Week 1 Introduction to PR strategies / Becoming a PR professional / Establishing an inclusive team

Harrison, K. (2008). The communication plan. In *Strategic public relations: A practical guide to*

success (5th ed.). Australia: Century Consulting Group. pp. 98-149.

Johannsson, Bengt and Larsson, Larsake (2015) The complexity of Public Relations Work: PR Managers in the Public and Private Sector in Sweden, *Nordicom Review: The Journal of University of Gothenburg*, Vol 36, Issue 1, June. Available at: [http://www.degruyter.com/dg/viewarticle.fullcontentlink:pdfeventlink/\\$002fj\\$002fnor.2015.36.issue-1\\$002fnor-2015-0010\\$002fnor-2015-0010.pdf?t:ac=j\\$002fnor.2015.36.issue-1\\$002fnor-2015-0010\\$002fnor-2015-0010.xml](http://www.degruyter.com/dg/viewarticle.fullcontentlink:pdfeventlink/$002fj$002fnor.2015.36.issue-1$002fnor-2015-0010$002fnor-2015-0010.pdf?t:ac=j$002fnor.2015.36.issue-1$002fnor-2015-0010$002fnor-2015-0010.xml) (open access)

Mundy, D. (2015). From principle to policy to practice? Diversity as a driver of multicultural, stakeholder engagement in public relations. *Public Relations Journal*, 9(1) Available online: <http://www.prsaoundation.org/wp-content/uploads/2014/05/Diversity-as-a-Driver-2015.pdf> Recommended access is via <http://www.prsa.org/Intelligence/PRJournal/Vol9/No1/> (Register with the PRSA for free)

Week 2 Narrowing down the key public / Considering relevant tactics / Preparing for a client briefing (Case study: Superannuation)

Mahoney, J. (2013). Reaching target publics: the role of communication strategies. In *Strategic Communication: Principles and Practice*. Melbourne: Oxford University Press. pp. 145-164.

Newsom, D., Van Slyke Turk, J., & Kruckeberg, D. (2004). Publics and public opinion. In *This is PR: The realities of public relations* (8thed.). South Bank: Thomson Learning. pp. 89-114.

Week 3 Planning and research

Civitella, M. (2013). Understanding Research. In M. Sheehan & R. Xavier, (eds.), *Public Relations Campaigns*. Melbourne: Oxford University Press. pp. 50-66.

Allert, J., & Zawawi, C. (2004). Strategy, planning and scheduling. In J. Johnstone & C. Zawawi (eds.), *Public relations theory and practice*. Sydney: Allen & Unwin. pp. 174-195.

Moore, C, Skelley, L. and Ziviani (n.d.) Principles on Best Practice in Research Measurement and Evaluation of Public Relations, *Public Relations Institute of Australia*.

Lindenmann, Walter K. (2011) Guidelines for Measuring the Effectiveness of PR Programs and Activities, Feb 6, *Institute for Public Relations*, Feb. Available online at: <http://www.instituteforpr.org/effectiveness-programs-activities/>

Lindenmann, Walter K. (2001) Research doesn't have to put you in the poorhouse, *Institute for Public Relations*, Feb. Available online at: http://www.instituteforpr.org/wp-content/uploads/2001_Poorhouse.pdf

Stacks, Don W. and Bowen, Shannon A. (2013) *Dictionary of Public Relations Measurement and Research*, Third Edition, Available At: <http://www.instituteforpr.org/dictionary-public-relations-measurement-research-third-edition/>

Week 4 Connecting communications to measurable business outcomes (Case study: Healthcare and Pharmaceuticals)

Harrison, K. (2008). Setting objectives and measuring performance. In *Strategic public relations: A practical guide to success* (5th ed.). Australia: Century Consulting Group. pp. 84-97.

Anderson, Forrest W., Hadley, Linda, Rockland, David, and Weiner, Mark (2009) Guidelines for Setting Measurable Public Relations Objectives: An Update, Institute for Public Relations, September Available online at: <http://www.instituteforpr.org/setting-measurable-objectives/>

Week 5 Writing goals and objectives / Generating clarity of purpose through discussion and writing (Case study: Not-for-Profit)

Smith, R.D. (2008). Persuasive communication. In *Becoming a public relations writer* (3rd ed.). New York: Routledge. (pp.41-58).

Nikolova, Natalia, Mollering, Guido, Reihlen, Markus (2015) Trusting as a 'Leap of Faith': Trust-building practices in client-consultant relationships, *Scandinavian Journal of Management*, Vol 31 (2), pp.232-245.

Week 6 Using Social Media / Timelines (Case study: The Hotel Industry)

Allagui, Ilhem and Breslow, Harris (2016) Social media for public relations: Lessons from four effective case studies, *Public Relations Review*, March, Vol. 42(1), pp.20-30.

Hirsch, Peter Buell (2015), How to pitch an algorithm, *Journal of Business Strategy*, Vol. 36 Iss 4 pp. 56 – 59.

Quinn-Allan D. & Bennett E. (2014). Social Media. In Johnston, J. & Sheehan, M. (eds) *Public Relations: Theory and Practice*. Sydney: Allen & Unwin. pp. 163-185.

Fitch, K. (2012). Social Media and Public Relations. In Chia J. & Synnott G. (eds) *An Introduction to Public Relations and Communication Management* (2nd ed.). Sydney: Oxford University Press. pp. 370-391.

Zappala, J.M. & Carden, A.R. (2010). Web sites and social media. In *Public relations writing worktext: A practical guide for the profession*. New York: Routledge.

Week 7 Working for a Global PR Firm / Hitchhiking off existing news agendas / Budgets (Case studies: alcohol and beverages industry)

Molleda, Juan-Carlos, Kochhar, Sarabdeep, Wilson, Christopher (2015) Tipping the balance: A decision-making model for localization in global public relations agencies. *Public Relations Review*, September, Vol. 41(3), pp. 335-344.

Friedman, LC, Cheyne, A., Givelber, D., Gottlieb, M.A. and Daynard, R. (2015) Tobacco industry use of personal responsibility rhetoric in public relations and litigation: Disguising freedom to blame as freedom of choice. *The American Journal of Public Health*, Vol 105(2), p.250(11).

Week 8 Corporate social responsibility and pro-bono campaigns

Theaker, A. (2008). Corporate social responsibility in action: Corporate community involvement and cause-related marketing. In *The public relations handbook*. Abbingdon: Routledge. pp. 253-274.

Brill, P., & Marrocco, C. (2008). Not-for-profit public relations. In *The public relations handbook*. Abbingdon: Routledge. pp. 335-351.

Busch, Allison and Struthers, Amy (2016) Owned and Operated: A survey of student-run

advertising and public relations agencies at ACEJMC accredited institutions, *Developments in Business Simulation and Experiential Learning*, Vol. 43, No.1. Available at: <https://absel-ojs-ttu.tdl.org/absel/index.php/absel/article/view/3020/2968>

Week 9 Government and community relations

Arthur Saniotis, Alana Hansen, Debbie Kralik, Paul Arbon, Monika Nitschke & Peng Bi (2015) Building community resilience to heatwaves in South Australia, *Transactions of the Royal Society of South Australia*, 139:1, 113-120.

Synnott, G. (2012). Working on the outside: Public Relations Practice in the Community. In J. Chia & G. Synnott (eds) *An Introduction to Public Relations and Communication Management* (2nd ed.). Sydney: Oxford University Press. pp. 181-211.

Demetrious, K. (2014). Community engagement and the third sector. In J. Johnston, & M. Sheehan, (eds) *Public Relations: Theory and Practice*. Sydney: Allen & Unwin. pp.259-285.

John Butcher (2015) The third sector and government in Australia: Not-for-profit reform under Labor, 2007–13, *Australian Journal of Political Science*, 50:1, 148-163.

Week 10 Presenting with passion / Analysing effective presentations

Moriarty, S. & Duncan, T. (1989). Planning the message. In *Creating and delivering winning advertising and marketing presentations* (2nd ed.). Lincolnwood: NTC Business Books. pp. 22-40.

Goodall, H.L. & Waagen, C.L. (1986). Managing the presentation. In *The persuasive presentation: A practical guide to professional communication in organizations*. New York: Harper Rowe Publishers. pp. 40-70. Windshuttle, K., & Elliot, E. (1999). Public speaking: Delivery. In *Writing, researching, communicating: Communication skills for the information age*. Sydney: McGraw Hill. pp. 377-391.

Week 11 Building a PR resume / Practicing your pitches

Weeks 12 &13 Presentations to clients

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

New Assessment Policy in effect from Session 2 2016 http://mq.edu.au/policy/docs/assessment/policy_2016.html. For more information visit http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/

Assessment Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/grading/policy.html>

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

Complaint Management Procedure for Students and Members of the Public <http://www.mq.edu.a>

[u/policy/docs/complaint_management/procedure.html](http://www.mq.edu.au/policy/docs/complaint_management/procedure.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.

Tasks 10% or less. No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Disruption to Studies is made and approved.

Tasks above 10%. No extensions will be granted. Students who submit late work without an extension **will receive a penalty of 10% per day** (including weekends). This penalty does not apply for cases in which an application for Disruption to Studies is made and 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/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://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources 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

- Demonstrate high level English-language writing skills that provide evidence of your capacity to tailor material to the target audience
- Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning

Assessment tasks

- Weekly Insights & Impact
- PR Strategy Report
- PR Strategy Pitch
- Tutorial Participation

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

- 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
- 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
- Tutorial Participation

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 outcomes

- 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

Assessment tasks

- Weekly Insights & Impact
- PR Strategy Pitch
- Tutorial Participation

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
- Demonstrate high level English-language writing skills that provide evidence of your capacity to tailor material to the target audience

Assessment tasks

- Weekly Insights & Impact
- PR Strategy Report
- PR Strategy Pitch
- Tutorial Participation

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

Assessment tasks

- Weekly Insights & Impact
- PR Strategy Report
- PR Strategy Pitch
- Tutorial Participation

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
- Demonstrate an ability to critically discuss and creatively present ideas orally while

engaging in the process of learning

Assessment tasks

- Weekly Insights & Impact
- PR Strategy Report
- PR Strategy Pitch
- Tutorial Participation

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
- Demonstrate high level English-language writing skills that provide evidence of your capacity to tailor material to the target audience
- Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning

Assessment tasks

- Weekly Insights & Impact
- PR Strategy Report
- PR Strategy Pitch
- Tutorial Participation

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 outcome

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

Assessment tasks

- PR Strategy Report
- PR Strategy Pitch
- Tutorial Participation

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:

Assessment tasks

- PR Strategy Report
- PR Strategy Pitch