



# MAS 389

## Public Relations and Social Media 1

S1 Day 2018

*Department of Media, Music, Communication and Cultural Studies*

### Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	9
<u>Unit Schedule</u>	10
<u>Policies and Procedures</u>	11
<u>Graduate Capabilities</u>	13
<u>Changes since First Published</u>	17

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## General Information

Unit convenor and teaching staff

Convenor

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TBA

Consultation by e-mail appointment

Tutor

Clementine Vanderwast

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Credit points

3

Prerequisites

6cp at 200 level

Corequisites

Co-badged status

Unit description

This unit is a critical introduction to the theory and practice of public relations (PR). In this unit, you will be asked to explore the dominant perceptions of PR. At the same time, you will investigate its presence in our everyday life. Various theories and critiques of PR and an exploration of the relationship between PR and the media and other stakeholders will occupy the first half of the unit. In the second half, we will examine specific PR contexts, including corporate, government, NGOs, international relations, internal communications, and crisis communication. At a practical level, you will be required to write a media release and to justify your rationale in a class presentation. Overall, the course will enable you to be informed about the role that PR plays in our social, political and cultural environments. It will also help develop strong conceptual and analytical foundations as well as creative and presentation skills necessary to design a PR campaign in the next unit, MAS390, in preparation for a career in public communication.

## 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:

- Demonstrate knowledge of the role and place of PR in contemporary society
- Understand, evaluate and critique the principles and theories of public relations
- Present and debate your own ideas confidently to a group
- Exhibit high level English writing skills in academic and professional forms
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Media release (written)</u>	25%	No	Week 5, 11pm, Thurs, March 29
<u>Presentation on media release</u>	20%	No	Weeks 7-11
<u>Essay: PR and Social Media</u>	40%	No	Week 12, 11pm, Friday, June 1
<u>Content Engagement</u>	15%	No	Weeks 2-11

### Media release (written)

Due: **Week 5, 11pm, Thurs, March 29**

Weighting: **25%**

For this assessment you are required to write a media release for an existing organisation based on a development or issue that could potentially affect the organization i.e. use a little creative license to make up a crisis or a political, economic or social development that impacts on the organization that could happen in 1-2 months time. The development should be realistic, but should not have happened already.

Your media release should have a clear and well-considered message that is newsworthy and be presented in a way that aims to enhance the reputation of your organization as a responsible organization in light of this development.

Your release will target a specific journalist and media outlet, which may be an online/print newspaper or magazine, or radio or television program. In some cases, social media influencers can also be targeted if that person has a particularly influential blog or website that is relevant to your organisation (it is best to check with your tutor first before taking this option). The media choice should be carefully considered and researched to ensure its audiences match the target public you are trying to reach on behalf of your organization.

The release should also be carefully constructed to ensure it fits with the style, interests and news values of the specific media outlet you are targeting. It should also adhere to the more

general requirements of the media release format (e.g. logo, date, headlines, contact details etc.) as discussed in lectures, tutorials and readings. Attention to detail in terms of length, structure, grammar, punctuation, and spelling is expected.

The media release should be a maximum of 2 pages, double-spaced (though aim for 1 page). On a separate cover page include the following information:

- Name of your organization
- Journalist this release will be sent to
- Journalist's contact details (e.g. email, telephone, Twitter handle)
- Name of media outlet
- Target audience/key public

The criteria for this assessment are:

**\*Principles/Theories:** demonstrates understanding of the purpose of the media release, principles of newsworthiness, and ability to apply PR theories to practice

**\*Writing:** follows prescribed style and length of a media release; articulates the key message in a style appropriate to the target audience/media; free from grammatical, punctuation, and spelling errors

**\*Synthesis:** creatively integrates a realistic development for a real organisation with a current social/political issue in a newsworthy way; demonstrates effective alignment between the chosen media, key publics, and the organisation's objectives; evidence of wide reading and background research into the organisation and its publics, the media outlet, and the issue through the selection of pertinent facts and appropriate wording

For a full assessment rubric, please refer to iLearn.

Submission:

Submit your cover page and media release as one document electronically to Turnitin via iLearn.

On successful completion you will be able to:

- Exhibit high level English writing skills in academic and professional forms
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

## Presentation on media release

Due: **Weeks 7-11**

Weighting: **20%**

For this assessment, you are required to make a short, persuasive PowerPoint presentation of 5-6 minutes. In the talk and slides you will explain the background research and rationale that went into preparing your media release.

In your presentation introduce your organisation, the development facing the organization, and why the organization needs to address the issue now. Then explain your solution to the communication problem by detailing your organization's key objective for this communication activity, who the target audience will be, which media outlet and journalist it will be sent to, as well as what its main message will be. Also briefly explain key linguistic and structural features of your media release that will help you achieve your objectives. .

Where relevant you may explain any changes made as a result of feedback on your media release from your tutor.

Highlight how solid research has underpinned all your choices, including:

- research into how your organization or a similar organization has handled a similar situation in the past to see what has worked or not etc.
- media monitoring to see how the issue has been discussed in the past and how your media release fits into or attempts to shift the current discourse
- research into the target public of your organization to show that you have framed the issue in a way that is relevant to them
- research into audiences of media outlets to show that you are likely to reach the right audiences by using that media outlet
- research into journalists who report on your issue to show they are the appropriate ones to target (i.e. they have written on this topic before)

You can speak to the class as fellow learners or you can set up a scenario where you imagine you are speaking to your organisation's top management about your intended approach and are speaking with them to explain and convince them of your approach before sending the media release to journalists (this is especially important if the issue is very sensitive e.g. your organisation is facing a crisis).

Your PowerPoint slides should indicate where pertinent references have been used to inform your strategy through in-text references and should include a full reference list at the end. These can be both academic and non-academic references e.g. audience reports, media articles, company reports, websites etc.

Your presentation may be followed by clarifying questions and answers from 'the board' (i.e. from classmates and the tutor).

You are required to stay strictly within the time limit and may be cut short if you go over the time limit. You will make an executive decision on what to focus on that would best draw out the strengths of your specific media release in the limited time available without having to race through material.

It is strongly recommended that you rehearse your presentation and practice making your presentation as persuasive as possible e.g. through effective use of eye contact, gestures, tone of voice, and audio-visual aids as relevant. You will be marked down for reading a script, though it is OK to occasionally refer to short dot points if necessary or use your PPT slides as prompts.

**Given the presentation time is short, you may include an extra 1-2 slides in your**

**PowerPoint presentation with a more detailed rationale in point form for the tutor to read when it is submitted online.**

Submission:

After your presentation (by midnight the same day) upload your PowerPoint presentation slides to Turnitin (you are requested to use PowerPoint rather than an online presentation format as online formats cannot be uploaded to Turnitin). You will be provided feedback on your spoken and PowerPoint presentation via Turnitin.

The criteria for this assessment are:

**\*Oral Presentation:** Ability to engage audience with appropriate and effective use of eye contact, body language, tone of voice; ability to speak without reading; message verbally presented in an easily digestible way and well-tailored to the audience; well-rehearsed; ability to clearly select and highlight key points whilst staying within the time limit.

**\*PPT slides:** Slides look clean and inviting; are free from spelling and grammatical errors; contain relevant images/details that support the spoken rationale in a clear and succinct form (i.e. they are not overloaded with information); if 1-2 extra slides with further points supporting the rationale are included, they are also clear, succinct and well-presented.

**\*Rationale:** Clear and persuasive articulation of the rationale behind the selection of target public, media outlet, journalist, and key message. Demonstration of highly pertinent and strategic communication choices that meet the objectives of your chosen organisation.

**\*Theory:** References used clearly help to justify your approach and are strategically selected - there are just enough to be convincing and not too many to be overwhelming. Referencing style is consistent and correct. References are embedded into slides in a way that doesn't distract from the key message or presentability of each slide (i.e. use in-text referencing and reference list at the end - font for referencing can be smaller).

For a full assessment rubric, please refer to iLearn.

On successful completion you will be able to:

- Demonstrate knowledge of the role and place of PR in contemporary society
- Understand, evaluate and critique the principles and theories of public relations
- Present and debate your own ideas confidently to a group
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

## Essay: PR and Social Media

Due: **Week 12, 11pm, Friday, June 1**

Weighting: **40%**

Write a 1500-word essay on one of the following questions:

### **Question 1: Social Media in a Crisis**

Choose an organisation or an individual that has experienced a crisis in the past 12 months. Analyse and evaluate the crisis management approach employed by the organization, with a focus on its use of social media. Explain why you think the strategy was successful or not. In the development of your argument, explain the theory behind crisis management in relation to the organization you have chosen.

OR

### **Question 2: Social Media for Awareness and Action**

Choose an organisation that aims to raise public awareness and/or encourage social action on a particular issue of interest (e.g. an environmental issue, poverty, homelessness, human rights, privacy, consumer rights etc.). Critically examine how the organisation employs public relations tools to communicate with and persuade its target publics, focusing on a particular social media campaign. Explain why you think the strategy was successful or not. In the development of your argument, explain the theory behind the formation of public opinion. Also briefly consider whether you think the public relations employed by this organization helped to improve the democratic process by bringing attention to the particular issue or by offering a particular angle on the issue that may be different to the voices of other organisations.

Further details for both questions:

In answering your chosen question, you are expected to conduct independent research by examining and analysing the organisation's communication strategies with a focus on messages on one or two social media platforms e.g. Facebook, Twitter. In developing your argument, provide relevant quotes from specific posts/tweets as well as details of the types of public engagement generated through these platforms (e.g. number of comments, types of comments, sample comments etc.).

Explain the significance of social media in relation to traditional media and other communicative approaches that may also be used by the organization. If relevant, briefly compare to the media approach of another organization who has a stake in the same issue, but which may have very different messages about it.

Support your argument with reference to theories and concepts covered in at least 2 set readings and draw on at least 2 highly pertinent academic references beyond the set readings. Also refer to public statements, newsletters, websites, media reports, annual reports, other social media platforms, etc. as appropriate.

The criteria for this assessment are:

**\*Research:** ability to select highly pertinent media and academic references in a way that provides evidence of thorough research

**\*Synthesis and analysis:** ability to synthesise theoretical concepts and readings with media/ social media texts in a way that offers an insightful and critical analysis of an organisation's social media campaign or social media response to a crisis

**\*Writing:** ability to present a logical and coherent argument through a well-structured piece that



is free from grammatical, punctuation, and spelling errors

**\*Referencing:** accurate and complete in-text referencing and reference list, including at least 4 academic articles (at least 2 from the set readings and 2 beyond) as well as media texts (Harvard or APA style)

For a full assessment rubric, please refer to iLearn.

Submission:

Submit your essay electronically on Turnitin via iLearn.

On successful completion you will be able to:

- Demonstrate knowledge of the role and place of PR in contemporary society
- Understand, evaluate and critique the principles and theories of public relations
- Exhibit high level English writing skills in academic and professional forms

## Content Engagement

Due: **Weeks 2-11**

Weighting: **15%**

For this assessment, you will be marked on your active engagement with the unit materials in the tutorials through the consistency and quality of your contributions to in-class discussions and activities. Content engagement is assessed by a student's engagement in activities such as; contributions to discussions facilitated by the lecturer/tutor by critically drawing upon unit readings and lectures, contributions to online discussion forums, or general questions asked during lectures or tutorials, questions asked to presenters, and/or involvement in set activities.

The criteria for this assessment are:

**\*Understanding and application:** Actively demonstrates a critical understanding of MAS389 concepts and an ability to synthesize theoretical content in set readings and beyond with practical examples from the media and/ or other communication contexts.

**\*Attitude:** Actively enhances the liveliness of class discussions in a friendly, constructive, and supportive manner. Demonstrates a strong motivation to engage with fellow classmates and the tutor in a positive manner, actively asks relevant and pertinent questions to presenters and / or in classroom discussions.

**\*Consistency of contributions:** Consistent engagement in the process of learning in both small group and whole class discussions throughout the semester.

For a full assessment rubric, please refer to iLearn.

On successful completion you will be able to:

- Demonstrate knowledge of the role and place of PR in contemporary society



- Understand, evaluate and critique the principles and theories of public relations
- Present and debate your own ideas confidently to a group
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

## Delivery and Resources

### Lectures and Tutorials

MAS389 consists of a 1-hour live lecture and 1-hour tutorial. Tutorials begin in Week 2. Students are expected to engage in the lecture and read the assigned electronic readings prior to their tutorial to ensure they are prepared for class discussions.

#### Required readings

Set readings will be available electronically via iLearn. Other useful textbooks include:

Chia, J. and Synnott, G. (Eds). 2012. *An Introduction to Public Relations and Communication Management*. Melbourne: Oxford University Press.

Johnston, J., & Zawawi, C. (Eds). 2009. *Public relations: Theory and Practice*. Sydney: Allen & Unwin.

Macnamara, J. 2012. *Public relations: theories, practices, critiques*. Sydney: Pearson Australia.

L'Etang, J. 2008. *Public Relations: concepts, practice and critique*. London: Sage Publications.

### Technology required

Students are expected to have access to iLearn: <http://ilearn.mq.edu.au/> and it is the student's responsibility to check iLearn regularly, at least once every week (new materials will be regularly posted to iLearn). Students are also advised to check their student emails regularly. They should be able to access pertinent scholarly and professional information from the library and from broader online, media and social media sources.

## What is required to complete this unit satisfactorily

Assessment tasks are aligned to the unit Learning Outcomes. Timely submission of assessment tasks is a unit requirement or penalties apply.

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests.

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 Special Consideration 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).

For unit assessment requirements and standards for this unit, please refer to the Assessment Policy (Schedule 1): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>

## Additional information

MMCCS website [https://www.mq.edu.au/about\\_us/faculties\\_and\\_departments/faculty\\_of\\_arts/departments/media\\_music\\_communication\\_and\\_cultural\\_studies/](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

## Unit Schedule

<b>Week</b>	<b>Introduction to PR / Overview of the Unit and Assessments</b>
<b>1</b>	<p>No tutorials in Week 1.</p> <p>For weekly readings, please refer to iLearn.</p> <ul style="list-style-type: none"><li>• What is public relations?</li><li>• What are the differences between PR, marketing and advertising?</li><li>• Brief history of PR</li><li>• Overview of assessments</li></ul>
<b>Week</b>	<b>PR, the media, and social media</b>
<b>2</b>	<p>Tutorials begin this week</p> <ul style="list-style-type: none"><li>• What is the relationship between PR and the media?</li><li>• How should PR professionals work most effectively with journalists?</li><li>• How do you write a media release? (Important for your media release assessments)</li><li>• How have new technologies, including social media platforms, influenced communication with journalists?</li><li>• How can social media be used to directly connect with publics?</li></ul> <p>Students to finalise presentation schedules with the Tutor.</p>
<b>Week 3</b>	<b>Publics and public opinion</b> <ul style="list-style-type: none"><li>• What is a public?</li><li>• Why are publics so important in PR?</li><li>• How are publics categorised?</li><li>• What is the process by which public opinion is formed?</li></ul>
<b>Week 4</b>	<b>Research for PR practitioners</b> <ul style="list-style-type: none"><li>• Why is research important for PR practitioners?</li><li>• What are the most useful forms of research for PR?</li></ul>
<b>Week 5</b>	<b>Ethical behaviour</b> <ul style="list-style-type: none"><li>• What kind of ethical principles should PR practitioners consider?</li><li>• How is the PR industry regulated?</li></ul> <p><b>Assessments: Media Release Due</b></p>

<b>Week 6</b>	<b>Persuasion, propaganda &amp; spin</b> <ul style="list-style-type: none"> <li>• Why does PR have a reputation as spin doctoring and propaganda? Is it fair?</li> <li>• How helpful are theories of persuasion to PR practitioners?</li> <li>• What is the role of emotion in persuasion?</li> </ul>
<b>Week 7</b>	<b>PR in a crisis</b> <ul style="list-style-type: none"> <li>• What is the role of PR in crisis management?</li> <li>• What is the difference between issues management and crisis management?</li> <li>• What are the principles of good crisis management?</li> <li>• How does the way a crisis is handled affect an organisation's or individual's reputation?</li> <li>• How is social media being used in crisis communication?</li> </ul> <p><b>Assessments: Presentations on the media release begin this week in tutorials.</b></p>
<b>Week 8</b>	<b>PR, the political process, and democracy / Government PR</b> <ul style="list-style-type: none"> <li>• How important is PR in the democratic process?</li> <li>• What is the role of PR in the forming of relationships between government, businesses, NGOs and citizens?</li> <li>• What role do media advisors play in election campaigns?</li> <li>• Is political PR a case of ongoing crisis management?</li> <li>• How is social media being used by governments, political parties and activist organisations to influence public opinion?</li> </ul>
<b>Week 9</b>	<b>Corporate PR and new technologies</b> <ul style="list-style-type: none"> <li>• How are corporations and small businesses using new technologies and social media in their PR practice?</li> <li>• How are activist organisations, political bodies and governments responding to the activities of corporations?</li> <li>• How successfully are new technologies being used?</li> </ul>
<b>Week 10</b>	<b>International PR</b> <ul style="list-style-type: none"> <li>• What PR strategies are used by multinational companies and international NGOs?</li> <li>• What kind of work do global PR consultancies engage in?</li> <li>• How can we understand the nature of international publics?</li> </ul>
<b>Week 11</b>	<b>Internal PR</b> <ul style="list-style-type: none"> <li>• What is internal PR?</li> <li>• How is social media used in internal communications?</li> <li>• How can an organisation benefit from good internal communications?</li> <li>• What is the connection between internal PR and external PR?</li> </ul>
<b>Week 12</b>	<b>Unit Review</b> <p>*There are no lectures or tutorials this week, use this time wisely as a reading week to work on finalising your essay.</p> <p><b>Assessments: Essay due this week</b></p>

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and

Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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](http://ask.mq.edu.au).

## 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://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](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

- Present and debate your own ideas confidently to a group
- Exhibit high level English writing skills in academic and professional forms
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

### Assessment tasks

- Media release (written)
- Presentation on media release
- Essay: PR and Social Media
- Content Engagement

### 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**

- Present and debate your own ideas confidently to a group
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

## **Assessment tasks**

- Media release (written)
- Presentation on media release
- Essay: PR and Social Media
- Content Engagement

## **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**

- Demonstrate knowledge of the role and place of PR in contemporary society
- Understand, evaluate and critique the principles and theories of public relations
- Present and debate your own ideas confidently to a group
- Exhibit high level English writing skills in academic and professional forms
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

## **Assessment tasks**

- Presentation on media release
- Essay: PR and Social Media
- Content Engagement

## **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**

- Demonstrate knowledge of the role and place of PR in contemporary society
- Understand, evaluate and critique the principles and theories of public relations
- Present and debate your own ideas confidently to a group
- Exhibit high level English writing skills in academic and professional forms
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

## **Assessment tasks**

- Media release (written)
- Presentation on media release
- Essay: PR and Social Media
- Content Engagement

## **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**

- Demonstrate knowledge of the role and place of PR in contemporary society
- Understand, evaluate and critique the principles and theories of public relations
- Present and debate your own ideas confidently to a group
- Exhibit high level English writing skills in academic and professional forms
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

## **Assessment tasks**

- Media release (written)
- Presentation on media release
- Essay: PR and Social Media
- Content Engagement



## 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

- Demonstrate knowledge of the role and place of PR in contemporary society
- Understand, evaluate and critique the principles and theories of public relations
- Present and debate your own ideas confidently to a group
- Exhibit high level English writing skills in academic and professional forms
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

### Assessment tasks

- Media release (written)
- Presentation on media release
- Essay: PR and Social Media
- Content Engagement

## 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

- Demonstrate knowledge of the role and place of PR in contemporary society
- Present and debate your own ideas confidently to a group
- Exhibit high level English writing skills in academic and professional forms
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

### Assessment tasks

- Media release (written)

- Presentation on media release
- Essay: PR and Social Media
- Content Engagement

## 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

- Present and debate your own ideas confidently to a group

### Assessment tasks

- Media release (written)
- Presentation on media release
- Essay: PR and Social Media
- Content Engagement

## 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

- Essay: PR and Social Media
- Content Engagement

## Changes since First Published

Date	Description
15/02/2018	The media release assessment due date now reads Thursday 29th March 11pm instead of Thursday 30th March 11pm.