



MMCC2100

Public Relations and Social Media: Foundations and Cases

Session 1, Weekday attendance, North Ryde 2020

Department of Media, Music, Communication and Cultural Studies

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General Information

Unit convenor and teaching staff

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Credit points

10

Prerequisites

40cp at 1000 level or above

Corequisites

Co-badged status

Unit description

This unit is an introduction to the theory and practice of public relations (PR) and Social Media. Students will explore the dominant perceptions of PR and Social Media, while investigating its presence in our everyday life. We will examine the relationship between PR and Social Media in the context of corporate, government, NGOs, international relations, internal communications, and crisis communication. The unit will enable you to be informed about the role that PR and Social Media 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 in preparation for a career in public communications and the media.

Important Academic Dates

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

Learning Outcomes

ULO1: analyse and demonstrate knowledge of the role and place of PR and Social Media in contemporary society.

ULO2: evaluate the principles and theories of PR and Social Media.

ULO3: communicate, present and debate your own ideas to a group.

ULO4: exhibit high level English writing skills in academic and professional forms.

ULO5: construct a campaign or project that demonstrates your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others.

ULO6: communicate your understanding of PR and Social Media in written form.

General Assessment Information

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.

You are required to attend all tutorials and engage with all lectures. 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/faculty-of-arts/departments-and-schools/departments-of-media,-music,-communication-and-cultural-studies>

Information is correct at the time of publication.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Part 1 - Media Kit</u>	30%	No	Week 6, April 2
<u>Part 2 - Presentation on Media Kit</u>	20%	No	Weeks 8-12
<u>PR and Social Media Essay</u>	50%	No	Week 11, May 21

Part 1 - Media Kit

Assessment Type ¹: Practice-based task

Indicative Time on Task ²: 30 hours

Due: **Week 6, April 2**

Weighting: **30%**

For this assessment, you will work in teams to put together a media kit for a local nonprofit organization, social enterprise or small business. The assessment will include background research into the organization, its publics, its past campaigns, engagement with the media, and communication strategies. It will include various elements such as a company bio, media

release, fact sheet, profile of spokesperson, multimedia elements etc. You will be marked on your individual contributions.

Refer to iLearn for further information.

On successful completion you will be able to:

- exhibit high level English writing skills in academic and professional forms.
- construct a campaign or project that demonstrates your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others.
- communicate your understanding of PR and Social Media in written form.

Part 2 - Presentation on Media Kit

Assessment Type ¹: Presentation

Indicative Time on Task ²: 18 hours

Due: **Weeks 8-12**

Weighting: **20%**

For this assessment, working in the same teams as for Assessment 1, you will assume the role of a communication professional providing advice to your client as you creatively and persuasively present your media kit strategy developed for Assessment 1. You will take on board feedback provided on Assessment 1. You will be marked on your individual contributions.

Refer to iLearn for further information.

On successful completion you will be able to:

- communicate, present and debate your own ideas to a group.
- construct a campaign or project that demonstrates your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others.

PR and Social Media Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 37 hours

Due: **Week 11, May 21**

Weighting: **50%**

For this assessment students will write an essay analysing an organisation's use of social media in a crisis or for awareness and action.

Refer to iLearn for further information.

On successful completion you will be able to:

- analyse and demonstrate knowledge of the role and place of PR and Social Media in contemporary society.

- evaluate the principles and theories of PR and Social Media.
 - exhibit high level English writing skills in academic and professional forms.
 - communicate your understanding of PR and Social Media in written form.
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¹ If you need guidance or support to understand or complete this type of assessment, please contact the Learning Skills Team

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Lectures and Tutorials MMCC2100 consists of a 1-hour live lecture and 1-hour tutorial. Lectures begin in Week 1, while tutorials begin in Week 2. Students are expected to engage in the lecture, listen/watch prescribed audio-visual materials, read assigned readings, and engage with any set tutorial questions prior to their tutorial to ensure they are prepared for class discussions and activities.

Audio-Visual Materials and Online Readings

Audio-visual materials including lecture materials, online readings, and tutorial preparation questions will be available via iLearn.

Recommended Textbooks:

The below 3 books are highly recommended. They collectively cover the main focus areas of this unit and will reinforce much of the lecture content. They will provide further examples and explanation that can be applied to assessment tasks and tutorial discussions and activities. They are available for loan via Macquarie University and can be purchased online e.g. through Booktopia.

Sutherland, K., Ali, S. and Khattab, U. (2019) *Public Relations and Strategic Communication*. Oxford University Press: Melbourne. (Covers all weekly topics)

Johnston, J. and Rowney, K. (2018) *Media Strategies: Managing content, platforms and relationships*. Allen and Unwin: Sydney. (In-depth on media relations)

Brataas, K. (2018) *Crisis Communication: Case Studies and Lessons Learned from International Disasters*. Routledge: NY. (In-depth on crisis communication)

Technology required

Students are expected to access iLearn: <https://ilearn.mq.edu.au/> at least once a week before their tutorial and keep up-to-date with announcements and new materials. Students are also advised to check their student emails regularly for ilearn and unit updates. They should be able to access pertinent scholarly and professional information from the library and from broader online, media and social media sources.

Unit Schedule

Weekly Topics

- Introduction to PR Practice and Theory
- Media Relations, New Media and Organisational Storytelling
- Engaging with Key Publics
- Research for PR
- Ethics in PR
- Crisis Communication: Dealing with Natural and Man-Made Disasters
- Government and Political Communication: Citizen Engagement, Public Affairs, and Propaganda
- Community, Activist and NGO Communications
- Corporate and Small Business PR and Corporate Social Responsibility
- International and Multicultural PR: Taking into Account Language, Ethnicity and Culture
- Employee Experience/Internal PR

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.*)

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](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>).

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 published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@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) 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 Enquiry Service

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

Equity 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.

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.