MMCC8020

Public Relations and Communications

Session 1, Weekday attendance, North Ryde 2020

Department of Media, Music, Communication and Cultural Studies

Contents

Disclaimer

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General Information

Unit convenor and teaching staff
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Credit points
10

Prerequisites
Admission to MMediaComm or MCrind

Corequisites

Co-badged status

Unit description
Drawing on theories of public relations practice, with a focus on media relations, corporate social responsibility, and crisis management, this course analyses the relationship between public relations, the media, and corporate, government, and nonprofit stakeholders and situates the role of PR and media communications within broader social, political and cultural contexts.

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:

ULO1: demonstrate advanced knowledge of the role and place of PR in contemporary society.

ULO2: analyse and evaluate the principles and theories of public relations.

ULO3: construct a media campaign that demonstrates knowledge of the principles of public relations writing.

ULO4: communicate knowledge and application of public relations theories and analyse contemporary public relations campaigns.

Assessment Tasks

Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult iLearn for revised unit information.

Find out more about the Coronavirus (COVID-19) and potential impacts on staff and students

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/department-of-media,-music,-communication-and-cultural-studies

Information is correct at the time of publication

Delivery and Resources

Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Lectures and Tutorials MMCC8020 consists of a 2 hour weekly seminar. Seminars begin in Week 2. Students are expected to listen/watch prescribed audio-visual materials and read

assigned readings prior to their seminar to ensure they are prepared for class discussions and activities.

Audio-Visual Materials and Required Reading

Audio-visual materials and set readings will be available electronically 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 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

Coronavirus (COVID-19) Update

The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult iLearn for latest details, and check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Weekly Topics:

- Introduction to PR and the Communications Industry
- Media engagement strategies
- Understanding and defining key publics
- Research used in PR practice
- Ethical behaviour and codes of practice in PR
- Crisis Communication: Cases and Techniques

- Government and Political Communications

- Community Engagement and NGOs

- Corporate Social Responsibility and Corporate PR

- International and Multicultural PR

- Internal PR/Employee Communications

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). 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). 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).

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 help you improve your marks and take control of your study.

- Getting help with your assignment
- Workshops
- StudyWise
- Academic Integrity Module

The Library provides online and face to face support to help you find and use relevant information resources.

- Subject and Research Guides
- Ask a Librarian

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

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

Changes since First Published

Date	Description
16/03/2020	The Media Campaign deadline has been extended to Week 7, April 8, 10pm.