MMCC2100

Public Relations and Social Media: Foundations and Cases

Session 1, Special circumstances, North Ryde 2021

Department of Media, Communications, Creative Arts, Language and Literature

Contents

Disclaimer

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Notice

As part of Phase 3 of our return to campus plan, most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face activities for your unit, please go to timetable viewer. To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff
Convenor, Lecturer, Tutor
Lauren Gorfinkel
lauren.gorfinkel@mq.edu.au
Contact via email
Tuesdays 1-2pm

Tutor
Raymond Welling
raymond.welling@mq.edu.au
Contact via email

Tutor
Tanya Muscat
tanya.muscat@mq.edu.au
Contact via email

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 with a focus on media relations, crisis communication, corporate social responsibility and not-for-profit campaigns. 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://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

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.

To achieve the full benefit of learning in this unit, it is crucial to engage with the lectures, read the set readings, and actively participate in the tutorials. The tutorials will be heavily focused on discussing important knowledge and understandings of the industry, workshopping ideas and developing projects that will form the basis of your assessments, and practicing other important skills relevant to a career in public relations and social media.

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.

Assessment Tasks

Name	Weighting	Hurdle	Due
Media Relations Campaign	60%	No	Written: 11.59pm, Fri, April 2; Video: 9am, Mon, April 19

Name	Weighting	Hurdle	Due
PR and Social Media Essay	40%	No	11.59pm, Friday 28 May, 2021 (Wk 12)

Media Relations Campaign

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 48 hours
Due: **Written: 11.59pm, Fri, April 2; Video: 9am, Mon, April 19**
Weighting: **60%**

For this assessment, you will prepare a media relations campaign for a client (an organization or individual). The campaign will include such items as an email pitch to a journalist, a media release and a video for your client explaining your choice of media outlet, journalist, angle and other background research. Refer to iLearn for further information.

On successful completion you will be able to:

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

PR and Social Media Essay

Assessment Type [1]: Essay
Indicative Time on Task [2]: 37 hours
Due: **11.59pm, Friday 28 May, 2021 (Wk 12)**
Weighting: **40%**

For this assessment you 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 help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment

- the Writing Centre for academic skills support.

[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 (online) and a 1-hour tutorial (online or on-campus depending on tutorial, check timetable). Lectures begin in Week 1, while tutorials begin in Week 2.

Students are expected to engage in the lecture (live or recorded), read the assigned readings, and engage with any set tutorial/workshop questions prior to their tutorial to ensure they are prepared for class discussions and activities. All details will be provided on ilearn.

Audio-Visual Materials

Audio-visual materials including recorded lectures, lecture slides, tutorial materials and online readings will be available via iLearn.

Readings

All required readings are available electronically and linked to the weekly topics in Leganto/ ilearn. It is recommended that you start with the set textbook first where listed and move on to other readings to assist with your assessment tasks and if you have more time. A weekly reading guide will be available on ilearn.

Textbook

The following book is the set texbook for this unit:

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

The chapters in the book form the weekly readings for most weeks. Unassessed tutorial quizzes will focus on weekly readings from this textbook. Knowledge of content from both the lectures and this book will provide a solid basis for your career in public relations.

The book will be **available via ilearn/Leganto** as an **e-book** and there will also be a **print** edition available via the library. As a limited number of students will be able to access the book at any one time, it is highly recommended that students purchase their own copy in case they are unable to access the library copies when needed.

If you are relying on the library copies please download relevant chapters early (there will be a download limit based on copyright restrictions) or read online (if you have reached the download limit) and log off ASAP to give everyone an opportunity.

If you'd like to purchase your own **e-book** you can get 20% off the e-book by using the code SAVE20 at the checkout:

https://www.oup.com.au/books/higher-education/media,-journalism-and-public-relations/9780190 304614-public-relations-and-strategic-communication-ebook?id_op=rQl9OuV-3o90

If you would like to purchase the book **in print**, the publisher has noted that the following online retailers have capacity to deliver the Sutherland et. al. book quickly:

Booktopia

Zookal

Amazon

The Nile

Technology required

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

You will also be required to create a video, which can be captured through a Zoom recording, recorded PowerPoint or via your mobile phone. If you have any issues with access to technology, please consult with the unit convenor as soon as possible. You are advised to test out technology in the first week of the unit (don't wait until the week your assignment is due). If you have any technical difficulties please contact onehelp@mq.edu.au for assistance.

Unit Schedule

Module 1: Introduction

- Week 1: Introduction to PR and the Unit
- Week 2: Building Relationships with Key Publics: Theories and Principles of PR

Module 2: Media Relations and Organisational Storytelling

- Week 3: Principles of Media Relations and Organisational Storytelling
- Week 4: Research in PR: Identifying Key Publics, Channels, Messages
- Week 5: Writing, Producing and Presenting Content: Branding and Multimedia Masterclass

Module 3: Ethics, Issues and Crises

- Week 6: Ethical and Legal Considerations in PR

- Week 7: Corporate Social Responsibility
- Week 8: Issues and Crisis Communication: Principles and Approaches
- Week 9: Activist, NGO and Change Campaigns

Module 4: Other PR Specialisations

- Week 10: Government and Political PR: Citizen Engagement and Public Affairs
- Week 11: International and Multicultural PR
- Week 12: Employee Experience/Internal PR

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://policies.mq.edu.au). 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

Students seeking more policy resources can visit Student Policies (https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit Policy Central (https://policies.mq.edu.au) and use the search tool.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/admin/other-resources/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
16/02/2021	Adjustment of assessment date

Unit information based on version 2021.02 of the Handbook