



# ICOM203

## International Public Relations and Advertising

S2 Day 2019

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

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#### Disclaimer

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## General Information

Unit convenor and teaching staff

Convenor

Qin Guo

[qin.guo@mq.edu.au](mailto:qin.guo@mq.edu.au)

Contact via Please make appointment via email.

10 HA 158

Friday 9 am - 5 pm

Credit points

3

Prerequisites

15cp at 100 level or above

Corequisites

Co-badged status

Unit description

This unit examines the relationship between media, the state, non-government organisations and other international actors. It examines the literature, history and practice of public relations; theories and concepts of public diplomacy and soft power; the application of media as an arm of foreign policy; and case studies of international public relations in the contemporary global society. Students will learn theories and strategies of international public relations, and are expected to apply these theories and strategies to design an international public relations project.

## 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:

Understand and explain the relationships between public relations and advertising, the media, international actors (state, NGOs and international enterprise) and the international public.

Interpret the theories and practices surrounding intercultural communication and how they relate to international public relations and media and foreign policy.

Analyse critically international public relations campaigns.

Apply public relations theories in creating an international public relations campaign.

Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection and anti-terrorism.

Communicate knowledge and understanding effectively with culturally diverse audiences.

## **General Assessment Information**

### **Assignment grading**

All assignments of this unit are aligned to the standards outlined in the Macquarie University Assessment Policy (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>). Marking rubric for each of the assignments is available on the iLearn. Students are expected to read the rubric before working on the assignment.

Example of the essay and the final project will be available on the iLearn.

### **Assignment submission:**

1. Submit the weekly seminar outline via Turnitin one week before the seminar takes place.
2. Submit the essay online via Turnitin by 5pm of the due date.
3. Submit the final project report online via Turnitin by 5pm of the due date.

### **Late submission:**

1. Assessment tasks are aligned to the unit learning outcomes. Timely submission of assessment tasks is a unit requirement.
2. Late submission penalty: 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.
3. Re-Marks: The in-session re-mark application form is available at <http://www.mq.edu.au/pubstatic/public/download/?id=167914>.

### **Feedback:**

Feedback in this unit will be available in multiple forms, including:

1. Online quiz to provide early and regular feedback on content engagement and

understanding.

2. Convenor/tutor comments in the tutorials to give feedback on content engagement and participatory task (e.g. tutorial performance) related activities.
3. Announcement on the iLearn forum to provide feedback on points with relevance to the whole (or the majority) of the class.
4. Email or face-to-face communication with individual students in response to questions related with the unit activities.
5. General comments and in-text comments to provide feedback on assignments marked on Turnitin.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Active Participation</u>	10%	No	Week 2 - Week 13
<u>Weekly Seminar</u>	10%	No	Week 4 - Week 9
<u>On-line Quiz</u>	10%	No	Week 2,3,4 and 5
<u>Essay</u>	30%	No	Week 5 Thursday
<u>Final Project</u>	40%	No	Thursday Week 11

### Active Participation

Due: **Week 2 - Week 13**

Weighting: **10%**

Students are required to actively engage in and contribute to the learning and teaching process in the class. Marks will be awarded for engagement in class discussions/presentations and other teaching and learning activities, and contributions to the learning process.

As participation in the process of learning is linked to and underpins the unit Learning Outcomes, you will need to apply for Special Consideration to cover any missed tutorial.

Assessment Criteria:

Participation will be assessed using the following criteria:

1. Engagement: attend and actively engage in weekly tutorial and all sections of the final project presentation;
2. Contribution: actively participate in all learning and teaching activities of this unit and contribute meaningfully to the in-class discussion drawing on the concepts dealt with in the readings and lectures of this unit.

On successful completion you will be able to:

- Communicate knowledge and understanding effectively with culturally diverse audiences.

## Weekly Seminar

Due: **Week 4 - Week 9**

Weighting: **10%**

In groups, students will present their research on the topic taught in the previous week's lecture. The seminar is expected to link the readings of the week with a case in the real world to demonstrate knowledge and understanding of the topic. The seminar should be engaging. Participation of the rest of the tutorial class is expected.

The seminar will run for 30 - 40 minutes. Each group is required to submit an outline of the seminar (500 words), based on the reading of the topic, one week before it takes place. The outline needs to cover the following aspects:

1. Major point(s) of argument;
2. Evidences/cases supporting the argument;
3. Design of the seminar (i.e. structure, method of the presentation)

The proposal is required to be submitted via Turnitin **one week before** the seminar takes place. Late submission will incur mark penalty.

The assessment of the seminar includes individual assessment (6 marks) and team assessment (4 marks).

### ***Individual assessment criteria:***

- 1) Demonstrated knowledge and understanding of the week's topic (concepts, theories and their relations with the real world) (4 marks).
- 2) Demonstrated effectiveness of inter-communication in intercultural context, including engaging the whole class and responding to audience (2 marks).

### ***Team assessment criteria:***

- 1) On time submission of a well-developed seminar proposal (2 marks).
- 2) Demonstrated efficiency of teamwork and time management capacity during the presentation (2 marks).

On successful completion you will be able to:

- Interpret the theories and practices surrounding intercultural communication and how

they relate to international public relations and media and foreign policy.

- Analyse critically international public relations campaigns.
- Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection and anti-terrorism.
- Communicate knowledge and understanding effectively with culturally diverse audiences.

## On-line Quiz

Due: **Week 2,3,4 and 5**

Weighting: **10%**

Students are required to complete the quizzes on the iLearn in Week 2, Week 3, Week 4 and Week 5. The quizzes are based on the contents of the reading and lecture of the week. This assignment aims to assess students' knowledge of the topic taught in current week. The quizzes will open after the lecture each week and will close for entry at 5pm on Sunday each week. Late submission of this assignment will not be accepted.

### Assessment Criteria

1. Knowledge of the contents covered in the readings and lectures.
2. On-time completion of the quizzes.

On successful completion you will be able to:

- Understand and explain the relationships between public relations and advertising, the media, international actors (state, NGOs and international enterprise) and the international public.

## Essay

Due: **Week 5 Thursday**

Weighting: **30%**

Students are required to submit an essay on the concepts of public relations and advertising in international contexts. The essay is due by Thursday of Week 5. The word limit is 1000, with a 10% leniency. The work should be written and presented properly (accurate grammar, punctuation and spelling and proper structure). Additional references are expected, although there is no limitation of the numbers of the additional references. Both quality and quantity of the references will be considered. All source material used in the work should be referenced properly using Harvard referencing style.

*Topic of the essay:* International Public Relations and Advertising

*Requirement:* In the essay, you are required to:

1. Compare the definitions of public relations and advertising and discuss the similarities and differences of the definitions of public relations and advertising.
2. Define and explain the four basic models of public relations taught in this unit.

### *Marking criteria*

1. Demonstrated knowledge and understanding of the definitions of public relations and advertising.
2. Demonstrated knowledge and understanding of the four basic models of public relations.
3. Evidence of research on the topic and referencing in accordance with Harvard reference system.
4. Clarity of expression in English.

### **Submission of the essay**

Electronic submission via Turnitin is required. Deadline of the submission is 5pm on Thursday of Week 5. **Late submission will incur a mark penalty.**

On successful completion you will be able to:

- Understand and explain the relationships between public relations and advertising, the media, international actors (state, NGOs and international enterprise) and the international public.

## **Final Project**

Due: **Thursday Week 11**

Weighting: **40%**

### **Description:**

Working in groups, students are required to design an international public relations project and present the plan (project proposal) in the class. The plan (project proposal) should reflect your understanding of the elements of a public relations plan taught in this unit.

The final project assesses students' knowledge of international public relations theories and methods, and the capability to apply knowledge and understanding in real world practical settings. Understanding of the readings and lectures about public relations design and planning are particularly crucial to your performance in this assessment. Therefore, please review closely what have been taught in this unit while working on your final project.

Every student should contribute to the project and have as much equal opportunity as possible at the presentation. Students are required to work in groups to complete the final project. However, they will be marked individually based on:

1. The proposal of the international public relations project (10 marks)
2. Group performance at the presentation (5 marks)
3. Individual performance at the presentation (20)
4. and teammate evaluation (5 marks)

Work to be submitted/presented for this assessment includes the PR project proposal, the presentation and teammate evaluation.

#### *Project Proposal (10 marks)*

Each group submit ONE international public relations project proposal: 2000 words, with a 10% leniency, due by 5pm Thursday of Week 11.

The proposal should incorporate theories and practices surrounding intercultural communication and international public relations. In particular, it should cover the following:

1. Identification of the objectives of your communication campaign: identify explicitly the aims/expected outcomes of your project;
2. Inclusion of background information of the organisation (historical, social, political, and cultural contexts, etc.): provide relevant information of the situation based on your research;
3. Identification of the existing problems/threats: justify the need for the proposed public relations project (e.g. Why it is needed? What will happen without the proposed actions?);
4. Identification of the target audience of the campaign: identify people need to be reached/motivated in the proposed project;
5. Discussion of the strategies of communication, media management and evaluation; articulation of the strategies and relevant tactics to achieve each of the identified objectives;
6. A timeline of the project;
7. Explanation about how the success of the proposed project will be evaluated.

#### **Marking Criteria for the PR Project Proposal**

The Project Proposal will be marked using the following criteria:

1. Demonstrated understanding of public relations theory and practice;
2. Evidence of research on the issue/case with appropriately referenced source material;
3. Demonstrated ability to engage with media effectively and design appropriate communication strategies and tactics in planning public relations project;



4. Clarity of expression in English: accurate grammar, vocabulary, punctuation, spelling, and structure.

The project proposal should be submitted via Turnitin by 5pm Thursday of Week 11. **Late submission will incur mark penalty.**

*Presentation (team and individual performance 25 marks)*

Presentation of the project to the class (Week 11-13). Each group will be given 20 minutes for the presentation, and 5 minutes for answering questions from the audiences.

**Assessment criteria of the team performance at the presentation**

1. Collaboration between the team members
2. Time management

**Assessment criteria of the individual performance at the presentation**

1. : quality of the content presented (demonstrated understanding and knowledge of relevant theories and concepts)
2. : organisation and presentation of the content (clearly stated key points, logically organised, interestingly and convincingly presented, voice, eye contact)

*Teammate evaluation (5 marks)*

Each student submits an evaluation on the teammates of the group, using the Teammate Evaluation Form. This will include a recommended mark for each of the teammates based on their performance in the process of preparing the group project in terms of their attitude, initiative, and contribution. Please refer to the Teammate Evaluation Rubric for detailed marking standards.

Submit the hardcopy of the teammate evaluation form to your tutor in the tutorial class on the day of your presentation. Late submission of the form will incur mark penalty.

On successful completion you will be able to:

- Understand and explain the relationships between public relations and advertising, the media, international actors (state, NGOs and international enterprise) and the international public.
- Interpret the theories and practices surrounding intercultural communication and how

they relate to international public relations and media and foreign policy.

- Analyse critically international public relations campaigns.
- Apply public relations theories in creating an international public relations campaign.
- Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection and anti-terrorism.
- Communicate knowledge and understanding effectively with culturally diverse audiences.

## Delivery and Resources

This unit will be delivered on campus in forms of lectures and tutorials. Students are expected to complete the reading and reflect on the reading questions of the week before attending the lecture and tutorial. All required reading materials are available in the Reader of ICOM203.

Students are expected to make use of material and information available in the library, on the internet and other published resources to enrich their study experiences.

1. Lectures – Lectures start from Week One. Students are expected to attend the lectures (or iLecture). Lecture notes (PPTs) will be uploaded onto iLearn each week **after** the lecture. Updated weekly reading list can be found in the end of each week's lecture PPT.
2. Tutorials – Tutorials start from Week Two. Students are required to attend and actively participate in the weekly tutorials.
3. Course reader - All students are required to purchase the Reader of this unit which is available from Macquarie University Coop Bookshop.
4. iLearn - The iLearn is an important information resource and communication platform for this unit. Important information about learning and teaching of this unit will be distributed through iLearn. It is expected that all students are visiting the iLearn regularly.
5. MQ email – Please check your MQ email regularly. This is the major channel the lecturer and tutors will use to circulate important information and announcement.

## Unit Schedule

Session1 – Unit Overview and Theoretical introduction

The lecture will present general information of this unit and an overview of the field of international PR.

Where to position the field of 'International PR and Advertising'? What will you learn?

This unit is concerned with the inclusion of cultural differences, environmental changes in the practice of international PR, predominantly from the perspective of governments, nongovernment organizations, multinational corporations and media.

Reading:

1. Unit Outline
2. Online search on the definition of international public relations and advertising.

No tutorial in Week 1.

## Session2 – History of Public Relations and Advertising

An overview is given about the history of PR – a field which originated in the United States. Highlighted are the ‘American values’ that are still part of the practice of PR and Advertising. In general an approach is taken using cultural studies and international communication concepts to develop international public relations theory.

What is Public Relations? What is International Public Relations?

Readings:

Chia, Joy and Synnott, Gae (2012) *An Introduction to Public Relations and Communication Management* Sydney: Oxford University Press, pp4-12

Wilcox, Dennis L., Glen T. Cameron, Philip H. Ault and Warren K. Agee (2003) *Public Relations. Strategies and Tactics*, seventh edition, Boston: Pearson, pp. 27-57

## Session 3 – Basic Concepts of International PR

What are the basic concepts of International Public Relations? What are the processes of communication and how do people react to public relations and media? How is public opinion constructed and experienced? Recognise the processes of persuasion and manipulation.

Readings:

Littlejohn, Stephen W. (1989) “System Theory”, in *Theories of Human Communication*. Belmont: Wadsworth

Heath, Robert L. (2001) ‘Defining the Discipline’, In: Heath, Robert L. (ed) *Handbook of Public Relations*. Thousand Oaks: Sage, pp. 1-9

Chia, Joy and Synnott, Gae (2012) *An Introduction to Public Relations and Communication Management* Sydney: Oxford University Press, pp31-43

## Session 4 – International PR and Public Diplomacy

What is the relationship between international public relations and public diplomacy? How can international public relations be used to promote a government's policy? What are the challenges for international public relations in terms of promoting a country's image?

### Readings:

Doksoz, Rachael E. (2004) 'Public Relations and Romania: Tourism and Dracula's Homeland', In: Tilson, Donn James and Emmanuel C. Alozie *Toward the Common Good. Perspectives in International Public Relations*, Boston: Pearson, pp. 163-175

Siddiqui, Kamal and Alam, Quamrul (2010) *Diplomacy and Statecraft* Prahran: Tilde University Press pp59-69

## Session 5 – PR and Marketing in Organisations

International PR plays a significant role in multinational organisations. To this end it is very important to differentiate between public relations and marketing. How can these tools and strategies be brought together to form an integrated marketing communication approach?

### Readings:

Hutton, James G. (2001) 'Defining the Relationship between Public Relations and Marketing', In: Heath, Robert L. (ed) *Handbook of Public Relations*. Thousand Oaks: Sage, pp. 205-214

Jamieson, Kathleen Hall and Karlyn Kohras Campbell (1997) *The Interplay of Influence. News, Advertising, Politics, and the Mass Media*, Forth Edition, London: Wadsworth, pp. 292-306

Black, Caroline (2002) *The PR Practitioner's desktop guide*, Sydney: Richmond, pp. 61-74

## Session 6 – Global Public Relations and Culture

An intercultural communication perspective on PR will be taken. Relevant concepts such as language, culture, identity, representation will be examined. Challenges for Cross-Cultural Communications and PR will be discussed.

### Readings:

Curtin, Patricia A. (2007) *International Public Relations. Negotiating Culture, Identity, and Power*.

London: Sage, pp. 35-50

De Mooij, Marieke (2005) *Global Marketing and Advertising. Understanding Cultural Paradoxes*. London: Sage, pp. 163-189

## Session 7 – Regulating Global Public Relations

As global public relations is influencing the lives of many around the world, it needs to be regulated. This week, issues of power are discussed. What are the regulatory institutions vis-a-vis public relations? What are the cultural norms determining the regulation?

Readings:

Curtin, Patricia A. (2007) *International Public Relations. Negotiating Culture, Identity, and Power*. London: Sage, pp. 51-76

## Session 8 – Public Relations Planning

How to develop a PR Strategy? How to develop a media communication campaign?

What are the public relations objectives and strategies? What are the tools and instrument required to create a public relations strategy?

Readings:

Wilcox, Dennis L., Glen T. Cameron, Philip H. Ault and Warren K. Agee (2003) *Public Relations. Strategies and Tactics*, seventh edition, Boston: Pearson, pp. 144-162

Newsom, Doug (2004) *This is PR. The Realities of Public Relations*, eighth edition, London: Thomson Wadsworth, pp. 301-316

## Session 9– War and Propaganda

This week's topic is about the manipulation of public opinion by the media, by public relations efforts in particular. How to recognise manipulation? Discuss historical and modern propaganda campaigns from around the world.

## Readings:

Knightley, Phillip. (1989) 'Britannia Rules the News 1975 – 1989', in Knightley Phillip *The First Casualty*. Sydney: Pan Books, pp. 427-438

Kellner, Douglas (2004) 'Spectacle and Media Propaganda in the War on Iraq: A Critique of U.S. Broadcasting Networks', In: Kamalipour, Yahya R. and Nancy Snow *War, Media, and Propaganda. A Global Perspective*. Lanham: Rowman&Littlefield, pp. 65-77

## Session 10– Identity and Consumption

What is a public? What is the difference between traditional and modern and domestic and international publics? What determines consumption? What are new consumption patterns? Think of influencing/manipulation public opinion in regards to consumption behaviour? What roles does public relations and advertising play in this respect?

## Readings:

Clarke, John, Janet Newman, Nick Smith, Elizabeth Vidler and Louise Westmarland (2007) *Creating Citizen-Consumers. Changing Publics and Changing Public Services*, London: Sage, pp. 121-138

Curtin, Patricia A. (2007) *International Public Relations. Negotiating Culture, Identity, and Power*. London: Sage, pp 235-252

## Sessions 11-13 Final Project Research and Presentation

# 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 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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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](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)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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 outcome

- Apply public relations theories in creating an international public relations campaign.

#### Assessment task

- Final Project

### 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

- Apply public relations theories in creating an international public relations campaign.
- Communicate knowledge and understanding effectively with culturally diverse audiences.

#### Assessment tasks

- Active Participation
- Weekly Seminar



- Final Project

## 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 outcome

- Communicate knowledge and understanding effectively with culturally diverse audiences.

### Assessment tasks

- Active Participation
- Weekly Seminar

## 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

- Understand and explain the relationships between public relations and advertising, the media, international actors (state, NGOs and international enterprise) and the international public.
- Interpret the theories and practices surrounding intercultural communication and how they relate to international public relations and media and foreign policy.
- Analyse critically international public relations campaigns.
- Apply public relations theories in creating an international public relations campaign.
- Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection and anti-terrorism.

## Assessment tasks

- Weekly Seminar
- On-line Quiz
- Essay
- Final Project

## 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

- Interpret the theories and practices surrounding intercultural communication and how they relate to international public relations and media and foreign policy.
- Analyse critically international public relations campaigns.
- Apply public relations theories in creating an international public relations campaign.
- Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection and anti-terrorism.

## Assessment tasks

- Weekly Seminar
- Essay
- Final Project

## 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

- Interpret the theories and practices surrounding intercultural communication and how they relate to international public relations and media and foreign policy.
- Analyse critically international public relations campaigns.

- Apply public relations theories in creating an international public relations campaign.

## **Assessment task**

- Final Project

## **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 outcome**

- Apply public relations theories in creating an international public relations campaign.

## **Assessment tasks**

- Active Participation
- Weekly Seminar
- Final Project

## **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 outcomes**

- Apply public relations theories in creating an international public relations campaign.
- Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection and anti-terrorism.
- Communicate knowledge and understanding effectively with culturally diverse audiences.

## **Assessment tasks**

- Active Participation
- Weekly Seminar

- Final Project

## 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:

### Learning outcome

- Communicate knowledge and understanding effectively with culturally diverse audiences.

### Assessment tasks

- Active Participation
- Weekly Seminar