



MAS 390

Public Relations and Social Media 2

S2 Day 2019

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>	5
<u>Unit Schedule</u>	7
<u>Policies and Procedures</u>	7
<u>Graduate Capabilities</u>	9
<u>Changes from Previous Offering</u>	14

Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

Unit Convenor/Tutor

Lauren Gorfinkel

lauren.gorfinkel@mq.edu.au

Contact via Email

10HA 165B

Please email for an appointment

Tutor

Tanya Muscat

tanya.muscat@mq.edu.au

Contact via Email

Please email for an appointment

Tutor

Raymond Welling

raymond.welling@mq.edu.au

Please email for an appointment

Credit points

3

Prerequisites

MAS389

Corequisites

Co-badged status

Unit description

The objective of this unit is to develop practical public relations (PR) skills, including: strategy writing, budgeting and professional presentation. Students work in groups as small PR agencies pitching for business of either commercial or non-profit organisations. The unit offers real-life case studies as well as a possibility of the best proposed ideas to be taken up by client organisations. It is expected that students use the knowledge acquired in MAS389 and that all the assessments in this unit answer to professional industry standards. The unit develops critical, analytical and creative thinking skills and further develops students' effective communication capabilities.

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:

Develop problem-solving skills through strategic and analytical research

Produce a communication strategy that shows competence in designing a communication plan and all its required components. The strategy demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications

Apply relationship management skills and the ability to reflect upon working as a member of a team and with an external client

Demonstrate high level English-language writing skills that provide evidence of your capacity to tailor material to the target audience in a range of contexts

Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning

Assessment Tasks

Name	Weighting	Hurdle	Due
Reflective Task 1	20%	No	Week 4, 11pm Thurs 22 August
PR Strategy Report	30%	No	Week 7, 11pm, Thurs 12 Sept
Reflective Task 2	20%	No	Week 9, 11pm Thurs 10 Oct
PR Strategy Pitch	30%	No	Weeks 11 and 12

Reflective Task 1

Due: **Week 4, 11pm Thurs 22 August**

Weighting: **20%**

For this assessment you will write a 350-word reflection demonstrating engagement with the lecture and reading material based on content from weeks 1-3 focusing such topics as research, branding or curating content.

On successful completion you will be able to:

- Develop problem-solving skills through strategic and analytical research

- Demonstrate high level English-language writing skills that provide evidence of your capacity to tailor material to the target audience in a range of contexts

PR Strategy Report

Due: **Week 7, 11pm, Thurs 12 Sept**

Weighting: **30%**

The assignment requires you to work in a small group as a PR consultancy to develop a comprehensive communications plan (PR strategy) for your client. You will be marked individually on your sections.

On successful completion you will be able to:

- Develop problem-solving skills through strategic and analytical research
- Produce a communication strategy that shows competence in designing a communication plan and all its required components. The strategy demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications
- Apply relationship management skills and the ability to reflect upon working as a member of a team and with an external client
- Demonstrate high level English-language writing skills that provide evidence of your capacity to tailor material to the target audience in a range of contexts

Reflective Task 2

Due: **Week 9, 11pm Thurs 10 Oct**

Weighting: **20%**

For this assessment you will write a 350 word reflection demonstrating engagement with the lecture and reading material based on content from weeks 6-8 focusing on one of the following PR/social media specialisations: non-profit/charity, government, health, entertainment, or sports PR.

On successful completion you will be able to:

- Develop problem-solving skills through strategic and analytical research
- Demonstrate high level English-language writing skills that provide evidence of your capacity to tailor material to the target audience in a range of contexts

PR Strategy Pitch

Due: **Weeks 11 and 12**

Weighting: **30%**

In week 11 or 12, your consultancy will present your PR strategy to your client. You will be

marked individually on your contribution to your group pitch.

On successful completion you will be able to:

- Develop problem-solving skills through strategic and analytical research
- Produce a communication strategy that shows competence in designing a communication plan and all its required components. The strategy demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications
- Apply relationship management skills and the ability to reflect upon working as a member of a team and with an external client
- Demonstrate high level English-language writing skills that provide evidence of your capacity to tailor material to the target audience in a range of contexts
- Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning

Delivery and Resources

Lectures

Live lectures run from weeks 1-10. An online lecture will be provided for the Week 13 topic.

Tutorials

You are expected to engage with the lectures and attend a 1-hour tutorial each week.

Tutorials begin in week 1. It is essential that you attend from Week 1 as teams will be formed in the first week. You will be assigned a client and you will be provided with an initial overview of the client's communication issue to get you started on your group project.

Client meetings

The briefing meetings with clients will be arranged during class time in week 3 where possible, but may vary depending on client availability.

Online meetings via Skype or Zoom may need to be arranged in some instances. If you are having trouble contacting your client please let your tutor know as early as possible.

Presentations to clients will be held in normal tutorial times in weeks 11 and 12 on campus. This is where you present your team's polished written strategy report and pitch for their business.

Required Readings

There is a set textbook for this class:

*****Freberg, Karen (2019) Social Media for Strategic Communication: Creative Strategies and Research-Based Applications. Sage.**

If you would like to order a print version via the Co-op Bookshop you are encouraged to do as

soon as possible as stocks are limited. Otherwise, you are welcome to order a print version or e-book via any online store of your choice.

Other readings will also be available electronically on iLearn under the Leganto tab.

Out-of-class commitment

MAS390 is a 3 credit point unit. This means that you should allocate approximately 10 hours of study per week for this unit (including in non-teaching weeks).

Roughly speaking each week this time should be spent on:

- engaging with the lectures (approx. 1 hr)
- participating in the tutorial - workshopping ideas, discussing key concepts (1 hour)
- reading the set chapters from the textbook (approx. 1-2 hours)
- engaging in other readings provided on ilearn (approx. 1-2 hours)
- engaging with extra readings you locate on your own (e.g. academic texts, trade media, online articles) (approx. 1-2 hours)
- social media research e.g. monitoring posts/social listening, researching live online and social media campaigns and strategies (approx.1 hour)
- completing assessment tasks, writing your report and preparing for your presentation, individually and collaboratively outside of tutorial time (approx.1 hour)

While you will have some time in class to meet, discuss, and work on your strategy with you team members, you will likely need more time to work directly with your team members outside of tutorials. This may be done face-to-face or via collaborative online tools.

Feedback in this Unit

Feedback in this unit will be made available in multiple forms: General comment, rubric and in-text comments attached to assignments marked in Turnitin; in-class feedback to specific groups or whole class, informal feedback through the 'announcement' function in iLearn if there are points of relevance to the whole class; interactions with peers in the forum activities; in personal consultations made by appointment; in email communication with individual students by the convenor in response to questions related to unit activities.

Detailed marking rubrics for all assessment tasks will be available on iLearn.

Examples of relevant and related assessment tasks will be made available on iLearn and discussed in tutorials.

Emails

Generally student emails will be replied to within 48 business hours. Students should not expect emails to be returned on weekends and after hours. If you are having trouble contacting your client, please inform your tutor.

Students should ensure that they can receive emails sent to their MQ email addresses.

Technology Required

This unit will make extensive use of iLearn <https://ilearn.mq.edu.au/>. Required readings, comprehensive information on assessment tasks and important announcements will be posted to iLearn. Make sure you check iLearn and your Macquarie University email account regularly during this unit.

For technical support go to: http://mq.edu.au/about_us/offices_and_units/informatics/help

For student quick guides on the use of iLearn go to: http://mq.edu.au/iLearn/student_info/guides.htm

Unit Schedule

Week 1 Introduction to Your Clients, the Communications Plan, and Ethics

Week 2 Researching for PR and Social Media Campaigns

Week 3 Personal and Organisational Branding and Curating Content

Week 4 Setting Goals and Objectives, Budget and Calendar

Week 5 Strategic Writing, Honing Your Key Message

Week 6 PR and Social Media for Non-profits

Week 7 PR and Social Media and Government

Week 8 PR and Social Media and Other Specialisations: Health, Entertainment, Sports

Week 9 Presenting with Passion and Authenticity

Week 10 Recap of Learning Thus Far

Week 11 Presentations to Clients

Week 12 Presentations to Clients

Week 13 Reaping the Rewards of Your Experience

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

What is required to complete the 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 (including 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 Disruptions to Studies 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).

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments_of_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

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](#)

Other student support services

<http://students.mq.edu.au/support/>

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.

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

- Produce a communication strategy that shows competence in designing a communication plan and all its required components. The strategy demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications
- Apply relationship management skills and the ability to reflect upon working as a member of a team and with an external client
- Demonstrate high level English-language writing skills that provide evidence of your capacity to tailor material to the target audience in a range of contexts
- Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning

Assessment tasks

- Reflective Task 1
- PR Strategy Report
- Reflective Task 2
- PR Strategy Pitch

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

- Develop problem-solving skills through strategic and analytical research
- Produce a communication strategy that shows competence in designing a communication plan and all its required components. The strategy demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications
- Apply relationship management skills and the ability to reflect upon working as a member of a team and with an external client
- Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning

Assessment tasks

- Reflective Task 1
- PR Strategy Report
- Reflective Task 2
- PR Strategy Pitch

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

- Develop problem-solving skills through strategic and analytical research
- Apply relationship management skills and the ability to reflect upon working as a member of a team and with an external client

Assessment tasks

- Reflective Task 1
- PR Strategy Pitch

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

- Develop problem-solving skills through strategic and analytical research
- Produce a communication strategy that shows competence in designing a communication plan and all its required components. The strategy demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications

- Demonstrate high level English-language writing skills that provide evidence of your capacity to tailor material to the target audience in a range of contexts

Assessment tasks

- Reflective Task 1
- PR Strategy Report
- Reflective Task 2
- PR Strategy Pitch

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

- Develop problem-solving skills through strategic and analytical research
- Produce a communication strategy that shows competence in designing a communication plan and all its required components. The strategy demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications
- Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning

Assessment tasks

- Reflective Task 1
- PR Strategy Report
- Reflective Task 2
- PR Strategy Pitch

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

- Develop problem-solving skills through strategic and analytical research
- Produce a communication strategy that shows competence in designing a communication plan and all its required components. The strategy demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications
- Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning

Assessment tasks

- Reflective Task 1
- PR Strategy Report
- Reflective Task 2
- PR Strategy Pitch

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

- Produce a communication strategy that shows competence in designing a communication plan and all its required components. The strategy demonstrates your knowledge of communication processes and capacity to incorporate theory into practical and creative applications
- Apply relationship management skills and the ability to reflect upon working as a member of a team and with an external client
- Demonstrate high level English-language writing skills that provide evidence of your capacity to tailor material to the target audience in a range of contexts
- Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning

Assessment tasks

- Reflective Task 1
- PR Strategy Report

- Reflective Task 2
- PR Strategy Pitch

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

- Apply relationship management skills and the ability to reflect upon working as a member of a team and with an external client

Assessment tasks

- Reflective Task 1
- PR Strategy Report
- Reflective Task 2
- PR Strategy Pitch

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

- Reflective Task 1
- PR Strategy Report
- Reflective Task 2
- PR Strategy Pitch

Changes from Previous Offering

This course has a more robust focus on social media.