



<b>Course Code:</b>	1510LHS
<b>Course Name:</b>	Introduction to Public Relations
<b>Trimester:</b>	Trimester 3, 2018
<b>Program:</b>	Diploma of Arts & Communication
<b>Credit Points:</b>	10
<b>Course Coordinator:</b>	Michael Smith
<b>Document modified:</b>	21 <sup>st</sup> August 2018

### Teaching Team

Your lecturer/tutor can be contacted via the email system on the portal.

Michael Smith [mism@portal.griffithcollege.edu.au](mailto:mism@portal.griffithcollege.edu.au)

### Staff Consultation

Your lecturer/tutor is available each week for consultation outside of normal class times. Times that your lecturer/tutor will be available for consultation will be given in the first week of lectures. A list of times and rooms will be published on the Griffith College Portal under the “myTimetable” link.

### Prerequisites

There are no prerequisites for this course

## **Brief Course Description**

Introduction to Public Relations is a 10 Credit Point course situated within the second trimester of the Diploma of Media and Communication. The Diploma of Media and Communication is designed to provide students with a pathway to:

- further university studies in the Media and Communication disciplines, or
- direct employment.

This course introduces students to the theory and practice of public relations in the business, government and third sectors. The course establishes an understanding of the industry as a whole and the importance of a knowledge base in the fields of research, writing, presentation, law and ethics. It examines public relations as a part of the mass media communication process and as a vital management function.

## **Rationale**

Introduction to Public Relations enables the learner to develop foundational knowledge of a variety of ways that public relations professionals can communicate their messages and perspectives to others - within a university or business context.

## **Aims**

Introduction to Public Relations aims to provide students with an understanding of the theory and practice of public relations. A primary purpose is also to ensure students have a sound understanding of research, writing, presentation, law and ethics as they relate to the field of public relations.

## **Learning Outcomes**

After successfully completing this course you should be able to:

1. identify the role of public relations across the business, political and community sectors;
2. identify the importance of research, evaluation and clear communications within public relations activities;
3. apply ethical and legal principles to effective public relations practice;
4. identify and analyse the elements of a public relations campaign;
5. recognise the importance of, and apply, effective team work in a public relations context.

## **Texts and Supporting Materials**

### **Required Text:**

Johnston, J & Sheehan, M (Eds.). (2014). *Public Relations: Theory and Practice* (4th ed). Sydney: Allen & Unwin

### **Recommended Resources:**

A comprehensive list of recommended resources can be found on the course website.

## **Organisation and Teaching Strategies**

The teaching program will consist of lectures, tutorials and workshops. In addition, the course is supported by web-based material which provides an outline of the course content. Please note however that this is supporting material only and is not intended to be a substitute to attending classes. Guest lectures will generally not be posted on the web.

Some time in tutorials/workshops will be devoted to assignment work on assessment items. The end of trimester test will be based on lecture material and the text.

### **Class Contact Summary**

Classes for Introduction to Public Relations include the following:

- Lectures: 1 hour per week (week 1 – 12)
- Tutorials/Workshop: 3 hours per week (week 1 – 12)

### **Attendance**

100% attendance is expected for all classes. You are reminded that your attendance in class will be marked for all elements. To receive full attendance, you must be present in the classroom on all occasions. You are expected to bring work done at home to class for group and individual discussion. Further development of ideas is expected during tutorial time.

### **Preparation and Participation in Class**

You are expected to read your textbook and the lecture notes plus attempt any tutorial/workshop exercises before class so that each week you can actively contribute to your learning and the learning of others in your classes. You are expected to ask and answer questions and to initiate discussions and stimulate debate in group and class situations.

### **Consultant Times**

Attendance during consultation times is optional but you are encouraged to use this extra help to improve your learning outcomes.

### **Course Materials**

Lecture notes will be made available to you on the Learning@Griffith College website and you are advised to print these out and bring them to each class so that extra notes can be added.

### **Independent Study**

Independent study requires that you spend time outside classes engaged in research necessary to complete your assignments. Research includes reading the required textbooks, and using library and internet facilities. For this 10 CP course, you will need to spend at least 10 hours per week engaged in

activities that will help your learning and fulfil the course objectives. Thus, provided you have well used the formal contact hours each week, you would then complete any remaining hours engaged in independent study.

### Program Progression

You are reminded that satisfactory program progression requires that attendance in classes is maintained at equal to or greater than 80%, and that Grade Point Average (GPA) is maintained at equal to or greater than 3.5 in any trimester [please see Griffith College Policy Library - Program Progression Policy - for more information].

## Content Schedule

### Weekly Teaching Schedule

Week	Topic	Activity	Readings
1	Defining public relations and its history	Lecture	Johnston & Sheehan (Ch 1 & 2)
	Tutorial activities including discussion questions.	Tutorial	
2	Communication theory and the 10 point plan	Lecture	Johnston & Sheehan (Glossary of Theories and Chapter 4 (p95-96)
	Tutorial activities including discussion questions.	Tutorial	
3	Research and Evaluation in Public Relations	Lecture	Johnston & Sheehan (Ch 3)
	Tutorial activities including discussion questions.	Tutorial	
4	PR in Government	Lecture	Johnston & Sheehan (Ch 10)
	Tutorial activities including discussion questions.	Tutorial	
5	Strategy, Planning and Tactics	Lecture	Johnston & Sheehan (Ch 4 & 5)
	Tutorial activities including discussion questions.	Tutorial	

6	Internal and Community Relations	Lecture	Johnston & Sheehan (Ch 11 & 12)
	Tutorial activities including oral presentations.	Tutorial	
7	PR in the Business Sector	Lecture	Johnston & Sheehan (Ch 3)
	Tutorial activities plus discussion questions.	Tutorial	
8	PR in the Third Sector	Lecture	Johnston & Sheehan (Ch 11)
	Tutorial activities plus oral presentations.	Tutorial	
9	Media Relations	Lecture	Johnston & Sheehan (Ch 6)
	Tutorial activities plus oral presentations.	Tutorial	
10	Sponsorship & Events and Social Media	Lecture	Johnston & Sheehan (Ch 7)
	Tutorial activities plus oral presentations.	Tutorial	
11	Risk, Issues & Crisis Management	Lecture	Johnston & Sheehan (Ch 13)
	Tutorial activities plus oral presentations.	Tutorial	
12	Legal and Ethical Issues	Lecture	Johnston & Sheehan (Ch 14 & 15)
	Tutorial activities plus oral presentations.	Tutorial	

## Assessment

This section sets out the assessment requirements for this course.

### Summary of Assessment

Item	Assessment Task	Weighting	Relevant Learning Outcomes	Due Date
1	Tutorial participation	10%	1-5	Weeks 1-10
2	Public relations case study	20%	1-4	Week 6
3	PR campaign pitch, oral presentation	30%	1-5	Weeks 7-11
4	Written referenced report of a PR campaign	40%	1-5	Week 12

### Assessment Details

#### Assessment Item 1: Tutorial Participation

Type: Practical activity

Learning Outcomes Assessed: 1-5

Due Date: Week 1- 10

Weight: 10%

Marked out of: 10

Task Description: Class work to produce real life PR campaign outputs

Rationale: This assessment item will enable students to experience real world PR scenarios by working in teams to conduct small campaigns around the college during workshops.

Assessment Details: Tutorial participation will be based on weekly workshop activities. This assessment item is weighted at 10%.

#### Assessment Item 2: Public Relations Case Study

Type: Assignment - Written Assignment

Learning Outcomes Assessed: 1-4

Due Date: Friday week 6

Weight: 20%

Marked out of: 100

Task Description: 500- 700 words

Rationale: This assessment item will develop students' analytical skills from a PR perspective.

Assessment Details: The Public Relations (PR) campaign case study requires students to select an existing PR campaign and analyse it. This involves practical application of key areas of PR, and using analytical skills to develop an argument about the efficacy of the PR case. When discussing the case study students should draw on the textbook and at least two other academic sources. Provide the campaign website/link in the introduction. Ensure your case study topic is approved by your tutor to avoid heading into areas such as marketing and advertising. The case study can be current or recent, but must be based in Australia. **This assessment is a report. Use the following headings** Introduction, Goal, Target public/s, Strategy, Key message/s, Tactics, Reference list. You must include a minimum three references, two of which must be scholarly peer-reviewed publications. In-text referencing required. This assessment item is weighted at 20% and is due in at the end of week 6. An assessment criteria sheet can be obtained from the course website.

### **Assessment Item 3: Public Relations Pitch Oral Presentation**

Type: Assignment – Group presentation  
Learning Outcomes Assessed: 1-5  
Due Date: Friday Week 12  
Weight: 30%  
Marked out of: 100  
Task Description: Groups of two 15 minute presentation

Rationale: This assessment item will develop students' presentation skills from a PR perspective.

Assessment Details: Students will work in pairs to design a public relations campaign using the 10 point plan model. Student pairs will do a 15 minute pitch presentation of the campaign including a visual presentation in tutorials between weeks 7-11 (a presentation schedule will be drawn up by the tutor) and answer any questions from students and the tutor. This assessment item is weighted at 30%. An assessment criteria sheet for this item can be obtained from the course website.

### **Assessment Item 4: Written referenced report of PR Campaign**

Type: Assignment - Written Assignment  
Learning Outcomes Assessed: 1-5  
Due Date: Friday week 12  
Weight: 40%  
Marked out of: 100  
Task Description: 1500 words

Rationale: This assessment item will enable students to write a campaign plan for a PR client.

Assessment Details: After doing the group presentation of your campaign and getting feedback from your tutor and class, students will do an individual assessment in which you will independently develop your campaign from Assessment Item 3 and write it up as an individual report for final submission. The written report of the PR campaign will be 1500 words long and will fully develop and polish the original work from the class presentation (there may be substantial changes to the original campaign if you decide). The report will also include an executive summary, in text citations, a reference list with 8 references of scholarly peer reviewed publications. A key differentiation of Assessment 4 from Assessment 3 is this report will explain how you have applied the literature to create your campaign. The 10-point Public Relations Planning template should be used as a guide for the plan. This assessment item is weighted at 40%. An assessment criteria sheet can be obtained from the course website.

## Submission and Return of Assessment Items

All assessment is to be submitted at the date and time designated by your teacher. Normally you will be able to collect your assessment in class within fourteen [14] days of the due date for submission of the assessment.

### Marking Criteria and Moderation

The Written Report of PR Campaign (assessment item 4) will be marked against established criteria which will be published on the Griffith College portal and will undergo a full moderation process. Students will be provided with the marking criterion in advance of the date of the expected submission.

### Retention of Originals

Where practical, you must be able to produce a copy of all work submitted if so requested. Copies should be retained until after the release of final results for the course. Please note: You may be required to submit assignments electronically to a collusion detection tool to allow the detection of possible instances of collusion/plagiarism. This will also involve Griffith College or its nominee storing your work on a secure database for use in testing assessment submitted by others in the future. For further information on Griffith College's Academic Integrity Policy refer to Griffith College's online Policy Library.

### Extensions

To apply for an extension of time for an assignment, you must submit an Application for Extension of Assignment form to your teacher at least 24 hours before the date the assignment is due. Grounds for extensions are usually: serious illness, accident, disability, bereavement or other compassionate circumstances and must be able to be substantiated with relevant documentation [e.g. Griffith College Medical Certificate]. Please refer to the Griffith College website - Policy Library - for guidelines regarding extensions and deferred assessment.

### Assessment Feedback

Your assessment will be marked so that you can learn from your work. Feedback will be provided so that you can see the level you have reached in any skill. Your tutor will give you comments on your work and will be happy to discuss your assessment further, if you wish. You may see your tutor in his/her consultation time.

Marks awarded for in-trimester assessment items, except those being moderated externally with Griffith University, will be available on the Student Portal within fourteen [14] days of the due date. This does not apply to the final piece of assessment in this course - marks for this item will be provided with the final course result.

### Generic Skills

Griffith College aims to develop graduates who have an open and critical approach to learning and a capacity for lifelong learning. Through engagement in their studies, students are provided with opportunities to begin the development of these and other generic skills.

Studies in this course will give you opportunities to begin to develop the following skills:

Generic Skills	Taught	Practised	Assessed
Written Communication		Yes	Yes



<b>Generic Skills</b>	<b>Taught</b>	<b>Practised</b>	<b>Assessed</b>
Oral Communication		Yes	Yes
Information Literacy		Yes	Yes
Secondary Research		Yes	Yes
Critical and Innovative Thinking	Yes	Yes	Yes
Academic Integrity	Yes	Yes	Yes
Self Directed Learning		Yes	
Team Work		Yes	
Cultural Intelligence		Yes	
English Language Proficiency		Yes	

### *Additional Course Generic Skills*

### **Additional Course Information**

Your feedback is respected and valued by your lecturers and tutors. You are encouraged to provide your thoughts on the course and teaching, both positive and critical, directly to your lecturer and tutor or by completing course and lecturer evaluations on the Griffith College portal whenever these are available.

Student feedback on their courses can be found by going to 'Student Feedback' under Support in the Griffith College Student Portal.

### **Academic Integrity**

Griffith College is committed to maintaining high academic standards to protect the value of its qualifications. Academic integrity means acting with the values of honesty, trust, fairness, respect and responsibility in learning, teaching and research. It is important for students, teachers, researchers and all staff to act in an honest way, be responsible for their actions, and show fairness in every part of their work. Academic integrity is important for an individual's and the College's reputation.

All staff and students of the College are responsible for academic integrity. As a student, you are expected to conduct your studies honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct that is contrary to these standards is considered a breach of academic integrity and is unacceptable.

Some students deliberately breach academic integrity standards with intent to deceive. This conscious, pre-meditated form of cheating is considered to be one of the most serious forms of fraudulent academic behaviour, for which the College has zero tolerance and for which penalties, including exclusion from the College, will be applied.

However, Griffith College also recognises many students breach academic integrity standards without intent to deceive. In these cases, students may be required to undertake additional educational activities to remediate their behaviour and may also be provided appropriate advice by academic staff.

As you undertake your studies at Griffith College, your lecturers, tutors and academic advisors will provide you with guidance to understand and maintain academic integrity; however, it is also your responsibility to seek out guidance if and when you are unsure about appropriate academic conduct.

In the case of a breach of academic integrity made against a student he or she may request the guidance and support of a Griffith College Student Learning Advisor or Student Counsellor.

Please ensure that you are familiar with the Griffith College Academic Integrity Policy: <http://policy.griffithcollege.edu.au/print.php?vdoc=tree-Students/Assessment%20and%20Examinations/Academic%20Integrity> ; this policy provides an overview of some of the behaviours that are considered breaches of academic integrity, as well as the penalties and processes involved when a breach is identified.

For further information please refer to the Academic Integrity Policy on the Griffith College website – Policy Library.

#### *Risk Assessment Statement*

There are no out of the ordinary risks associated with this course.

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