

CMNS3540: Public Relations Campaigns

Singapore PSB

Trimester 3 - 2023 (Singapore)



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

OVERVIEW

Course Description

This course focuses on researching and planning a real-world public relations campaign. Students will critically examine and evaluate a range of past campaigns considering strategic, theoretical, ethical and legal aspects of campaigning. The course simulates an agency scenario that offers students insights into professional agency processes and practices. Students will work independently to develop a comprehensive public relations campaign with a coherent storyline that addresses a client brief. Students will draw on strategic and practical skills developed throughout their degree to develop a campaign that could be practically adopted by a client organisation

Academic Progress Requirements

Nil

Assumed Knowledge

Completion of all 1000-level and 2000-level Public Relations and Strategic Communication major courses.

Contact Hours

Singapore PSB

Lecture

Face to Face On Campus

1 hour(s) per week(s) for 12 week(s)

Tutorial

Face to Face On Campus

2 hour(s) per week(s) for 12 week(s)

Unit Weighting Workload

10

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

COURSE OUTLINE

www.newcastle.edu.au

CRICOS Provider 00109J

CONTACTS

Course Coordinator	Singapore PSB Ms Irda Juffri Irda.Juffri@newcastle.edu.au Consultation: In-class or via email
Teaching Staff	Other teaching staff will be advised on the course Canvas site.
School Office	School of Humanities Creative Industries and Social Sciences Social Sciences Building Callaghan CHSF-PSB-Singapore@newcastle.edu.au +61 2 4985 4500

SYLLABUS

Course Content	Topics will include: <ul style="list-style-type: none">• Application of contemporary public relations theories, ethics and legal frameworks relevant for public relations campaigns• Application of campaign research, planning, implementation and evaluation methods• Working in a public relations agency and managing clients• Developing a strategic campaign plan in response to a client brief• Delivering an agency pitch presentation
Course Learning Outcomes	On successful completion of this course, students will be able to: <ol style="list-style-type: none">1. Critically analyse and evaluate a range of public relations case studies drawing on relevant theoretical, ethical and legal frameworks;2. Research, plan and creatively design an integrated public relations campaign that meets the client brief and is underpinned by academic and industry resources;3. Present and defend the campaign concept in a pitch format supported by visual campaign examples4. Effectively work in a group/team by contributing to the planning, research, analysis, and reporting components of a group project, and supporting and encouraging other group members.
Course Materials	Refer to materials on Course Site. Recommended Text: Luttrell, R.M. & Capizzo, L.W. (2019). <i>Public relations campaigns: An integrated approach</i> . Thousand Oaks: Sage Publications.

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	4 Sep	Introductions and course overview	Setting up of groups	
2	11 Sep	Integrated PR campaigns		
3	18 Sep	Analysing PR case studies	Confirmation of topics for Case Analysis (Assignment 1)	
4	25 Sep	Group dynamics: PR agencies and corporate PR teams		
5	2 Oct	The client's campaign brief	Understanding the client brief	Assignment 1 Case Analysis Report 8 Oct, 11:59pm (Sun)
6	9 Oct	Situational analysis and target audiences		
Mid-Term break				
7	23 Oct	Campaign goals and objectives	Allocation of dates for Campaign Pitch (Assignment 3)	
8	30 Oct	Campaign strategies and tactics		
9	6 Nov	Implementing the PR campaign		Assignment 2 Campaign Proposal 12 Nov, 11:59pm (Sun)
10	13 Nov	Planning your pitch		
11	20 Nov	Campaign evaluation		Assignment 3 Campaign Pitch (In-class)
12	27 Nov	New technologies and communication platforms for PR campaigns		Assignment 3 Campaign Pitch (In-class) Assignment 4 Campaign Plan 30 Nov, 11:59pm (Thu)
13	4 Dec			
Examination Period				
Examination Period				

ASSESSMENTS

This course has 4 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Case Analysis Report	Week 5	Individual	30%	1, 3
2	Campaign Proposal	Week 9	Group	10%	2, 3, 4
3	Campaign Plan Pitch	Week 11 to 12 – in class	Individual	30%	2, 3, 4
4	Campaign Plan	Week 12	Group	30%	1, 3

Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 - Case Analysis Report

Assessment Type	Case Study / Problem Based Learning
Description	Case Study Analysis Report
Weighting	30%
Length	1500 word
Due Date	Week 5
Submission Method	Online
Assessment Criteria	Refer to Rubrics on Course Site
Return Method	Online
Feedback Provided	Online

Assessment 2 - Campaign Proposal

Assessment Type	Proposal / Plan
Description	Presentation of Draft Campaign Plan
Weighting	10%
Length	5 – 10 min
Due Date	Week 9
Submission Method	Online
Assessment Criteria	Refer to Rubrics on Course Site
Return Method	Online
Feedback Provided	Online

Assessment 3 - Campaign Plan Pitch

Assessment Type	Role Play
Description	Presentation of Group Campaign Plan
Weighting	30%
Length	10-15 min
Due Date	Week 11 - 12
Submission Method	In Class
Assessment Criteria	Refer to Rubrics on Course Site
Return Method	Online
Feedback Provided	Online

Assessment 4 - Campaign Plan

Assessment Type	Report
Description	Written Report of Campaign Plan
Weighting	30%
Length	2000 word
Due Date	Week 12
Submission Method	Online
Assessment Criteria	Refer to Rubrics on Course Site
Return Method	Online
Feedback Provided	Online

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods

Communication methods used in this course include:

- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

Oral Interviews (Vivas)

As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

Adverse Circumstances

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances

system;

3. you are requesting a change of placement; or

4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at:

<https://policies.newcastle.edu.au/document/view-current.php?id=236>

Important Policy Information

The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures> that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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