

## CMNS2140: Principles of Public Relations

Singapore PSB

Trimester 2 - 2024 (Singapore)



THE UNIVERSITY OF  
NEWCASTLE  
AUSTRALIA

## OVERVIEW

<b>Course Description</b>	This course introduces students to the field of public relations and provides a foundational knowledge of public relations theory and practice. Students will begin to develop an understanding of professional practice, ethical issues, and role of communication strategies and tactics in public relations management. Students are encouraged to explore different types of public relations practice and to begin positioning themselves to develop a career in the field.
<b>Academic Progress Requirements</b>	Nil
<b>Requisites</b>	Students cannot enrol in this course if they have successfully completed CMNS1290.
<b>Assumed Knowledge</b>	CMNS1090 Media Storytelling.
<b>Contact Hours</b>	<b>Singapore PSB</b> <b>Lecture</b> Face to Face On Campus 1 hour(s) per week(s) for 12 week(s)  <b>Tutorial</b> Face to Face On Campus 2 hour(s) per week(s) for 12 week(s)
<b>Unit Weighting Workload</b>	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

# CONTACTS

**Course Coordinator**     **Singapore PSB**  
Ms Angelina Tu  
Angelina.Tu@newcastle.edu.au  
Consultation: In class or by 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  
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# SYLLABUS

**Course Content**             Topics include:

- Public relations theory, practice, and current debates in the discipline
- Popular culture portrayals of public relations and how these portrayals inform perceptions of public relations
- Public relations ethics and how ethical frameworks impact on practice
- Preparation of a public relations communication plan using research-based evidence.

**Course Learning Outcomes**     **On successful completion of this course, students will be able to:**

1. Explain core public relations theories and how they apply to practice;
2. Describe types of public relations activities and illustrate their use in real world contexts;
3. Interpret and apply ethical frameworks for public relations
4. Design public relations strategies and tactics in order to solve real-world problems;
5. Implement teamwork, problem solving, report writing and interpersonal communication skills

**Course Materials**             Available on CANVAS

# SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	6 May	Introduction to the Course: Outline of the course and assessment requirements	Complete module #1 before week 2.	
2	13 May	What is Public Relations? Development of PR theory	Definitions of public relations exercise; in- class journal activity #1. Complete module #2 before week 3.	
3	20 May	PR Ethics	Ethics activity; in-class journal activity #2. Complete module #3 before week 4.	
4	27 May	The make-up of the PR industry in Singapore	In-class exercises on topic; in- class journal activity #3.	

			Complete module #4 before week 5.	
5	3 Jun	PR, Marketing & Advertising	In-class exercises on topic; in-class journal activity #4. Complete module #5 before week 6.	
6	10 Jun	PR in the digital world	In-class exercises on topic; in-class journal activity #5. Complete module #6 before week 7.	Blog due (25%).
<b>Recess</b>				
7	24 Jun	Internal communications/lobbying, political and government PR	In-class exercises on topic; in-class journal activity #6. Complete module #7 before week 8.	
8	1 Jul	Crisis Communication & Issues management	In-class exercises on topic; in-class journal activity #7. Complete module #8 before week 9.	Completed journal (6 entries) (25%) in class
9	8 Jul	Planning and Strategy - Introduction to POSTAR	In-class exercises on topic (preparation of questions for organisational briefing). Groups for assessment 3 (group report) organised. Complete module #9 before week 10.	
10	15 Jul	Organisational briefing for PR plan/report	Group report workshop #1. Complete module #10 before week 11.	Written materials to supplement the Report (15%) in class
11	22 Jul		Group report workshop #2.	
12	29 Jul		Final group report workshop #3 (polishing and editing).	Group Report Final (35%) in class
13	5 Aug			
<b>Examination Period</b>				
<b>Examination Period</b>				

## 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	Blog	Week 6 in class	Individual	25%	1, 2, 3
2	Reflective Journal	Week 8 in class	Individual	25%	1, 2, 3
3	Report Support Material/s	Week 10 in class	Group	15%	5
4	Report	Week 12 in class	Group	35%	4, 5

### 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.

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## Assessment 1 - Reflective Journal

<b>Assessment Type</b>	Journal
<b>Description</b>	The purpose of this assessment is for you to apply what you have learnt through your participation in class exercises and your engagement with the course readings. You are required to submit 6 entries in total (weeks 2-8 inclusive) with one week (of your choosing) where no entry is required, i.e. a total of 6 entries.
<b>Weighting</b>	25%
<b>Length</b>	6 x 200 – 400 words
<b>Due Date</b>	Week 8 in class
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	See detailed grading criteria on the CMNS2140 site.
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online
<b>Opportunity to Reattempt</b>	Students WILL NOT be given the opportunity to reattempt this assessment.

## Assessment 2 - Blog

<b>Assessment Type</b>	Online Learning Activity
<b>Description</b>	You will examine how public relations is portrayed in a popular film and/or television series and, drawing on public relations theory, critique the ethical nature and role of public relations in these texts. The purpose of this assessment is for you to identify and critically analyse possible ethical issues in public relations practice, and to explain core public relations theories.
<b>Weighting</b>	25%
<b>Length</b>	400 – 600 words
<b>Due Date</b>	Week 6 in class
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	See detailed grading criteria on the CMNS2140 site.
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online
<b>Opportunity to Reattempt</b>	Students WILL NOT be given the opportunity to reattempt this assessment.

## Assessment 3 - Report Support Material/s

<b>Assessment Type</b>	Written Assignment
<b>Description</b>	Each group will submit a two-page draft position analysis report.
<b>Weighting</b>	15%
<b>Length</b>	400 – 600 words
<b>Due Date</b>	Week 10 in class
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	See detailed grading criteria on the CMNS2140 site.
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online
<b>Opportunity to Reattempt</b>	Students WILL NOT be given the opportunity to reattempt this assessment.

## Assessment 4 - Report

<b>Assessment Type</b>	Report
<b>Description</b>	Each group will submit a two-page draft position analysis report.
<b>Weighting</b>	35%
<b>Length</b>	2000 words
<b>Due Date</b>	Week 12 in class
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	See detailed grading criteria on the CMNS2140 site.
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online
<b>Opportunity to Reattempt</b>	Students WILL NOT be given the opportunity to reattempt this assessment.

# 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

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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/respect-at-uni/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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