School of Humanities Creative Industries SocialSci

CMNS3540: Public Relations Campaigns
Newcastle City Precinct
Semester 1 - 2024

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.

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

Newcastle City Precinct
Tutorial
Face to Face On Campus
2 hour(s) per week(s) for 13 week(s) starting Week 1

Unit Weighting

10

Workload

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

CONTACTS

Course Coordinator	**Newcastle City Precinct** Dr Andrea Cassin Andrea.Cassin@newcastle.edu.au (02) 4921 6765 Consultation: by appointment
Teaching Staff	Other teaching staff will be advised on the course Canvas site.
School Office	**School of Humanities Creative Industries and Social Sciences** NU Space, Level 4 409 Hunter Street Newcastle HCISS@newcastle.edu.au +61 4985 4500

SYLLABUS

Course Content

Topics will include:
- 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:
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 examples;
4. 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

Required Reading
Luttrell, R.M. & Capizzo, L.W. (2022). *Public relations campaigns: An integrated approach (2nd ed)*. Thousand Oaks: Sage Publications

Other Resources:
- See Canvas course website for further details

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	26 Feb	Introduction & Analysing Case Studies	Pre-class online Learning Module Tutorials (2hrs)	
2	4 Mar	Integrated PR Campaigns	Pre-class online Learning Module Tutorials (2hrs)	
3	11 Mar	Working in agencies and teams, ethical considerations	Pre-class online Learning Module Tutorials (2hrs)	
4	18 Mar	Research & The Client Brief	Pre-class online Learning Module Tutorials (2hrs)	
5	25 Mar	Objectives, strategies, and tactics	Pre-class online Learning Module Tutorials (2hrs)	**Assessment 1:** Case Analysis Report due Sunday 11:59pm
6	1 Apr	Storytelling and influencer relations	Pre-class online Learning Module Tutorials (2hrs)	
7	8 Apr	New technologies in PR campaigns	Pre-class online Learning Module Tutorials (2hrs)	
Mid-Semester Recess				
Mid-Semester Recess				
8	29 Apr	Transmedia storytelling	Pre-class online Learning Module Tutorials (2hrs)	
9	6 May	Budgeting, implementation, and evaluation	Pre-class online Learning Module Tutorials (2hrs)	**Assessment 2:** Draft Report due Friday 11:59pm
10	13 May	Draft report feedback & Pitching guidance	Pre-class online Learning Module Tutorials (2hrs)	
11	20 May	Campaign report and pitch preparation	Tutorials (2hrs)	
12	27 May	Practice Pitching	Tutorials (2hrs)	Peer-review in class
13	3 Jun	Campaign pitches to the client	Tutorials (2hrs)	**Assessment 3:** Pitch Presentations due in tutorials
Week 14 - Examination Period				**Assessment 4:** Campaign Report due Sunday 11:59pm
Week 15 - 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, Sunday 31st March 11:59pm	Individual	30%	1
2	Campaign Proposal	Week 9, Friday 10th May 11:59pm	Group	10%	2, 4
3	Campaign Plan Pitch	Week 13, during tutorials	Individual	30%	2, 3, 4
4	Campaign Plan	Week 14, Sunday 16th June 11:59pm	Group	30%	2, 4

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	Students need to select a PR campaign case study and write a 2000-word critical analysis of the campaign that is supported by a combination of recent academic and industry literature.
Weighting	30% (individual mark)
Length	2000 words
Due Date	Week 5, Sunday 29th March 11:59pm
Submission Method	Online
Assessment Criteria	Criteria available on Canvas
Return Method	Online
Feedback Provided	Online

Assessment 2 - Campaign Proposal

Assessment Type	Proposal / Plan
Description	Student "PR agency" teams need to submit a campaign proposal report that reflects the research for and progress of their campaign development. Purpose of the campaign proposal is to get feedback and to ensure that the campaign strategies meet the client brief and are of appropriate scope.
Weighting	10% (group mark)
Length	900 words per team member
Due Date	Week 9, Friday 10th May 11:59pm
Submission Method	Online
Assessment Criteria	Criteria available on Canvas
Return Method	Online
Feedback Provided	Online

Assessment 3 - Campaign Plan Pitch

Assessment Type	Role Play
Description	Each student "PR agency" team will pitch their campaign ideas to the client in a simulated new business agency pitch presentation that sells the idea to the client. Teams pretend to be different PR agencies that compete with each other to win the client account.
Weighting	30% (individual mark)
Length	3-5 minutes per team member
Due Date	Week 13, during tutorials
Submission Method	In Class
Assessment Criteria	Criteria available on Canvas
Return Method	Not Returned
Feedback Provided	Online

Assessment 4 - Campaign Plan

Assessment Type	Report
Description	The "PR agency" teams need to write and submit a complete PR Campaign Plan for their client, including mock-ups of their creative campaign materials (e.g. newsletters, social media posts, videos) that visualise and support their campaign narrative.
Weighting	30% (25% group mark and 5% peer-review mark)
Length	1500 words per team member
Due Date	Week 14, Sunday 16th June 11:59pm
Submission Method	Online
Assessment Criteria	Criteria available on Canvas
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/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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