

# MKTG 3018 PUBLIC RELATIONS: CAMPAIGNS

**Credit Points** 10

**Legacy Code** 102729

**Coordinator** Nicole Bridges ([https://directory.westernsydney.edu.au/search/name/Nicole Bridges/](https://directory.westernsydney.edu.au/search/name/Nicole%20Bridges/))

**Description** In this capstone unit students will learn to professionalise key aspects of the public relations management process. The unit links and applies theoretical understanding with writing, planning and presentation skills in response to a client brief. The 'real-world' situation allows students to demonstrate their capacity for problem analysis and to develop appropriate and timely program solutions. Students are required to work within a limited budget and to realistic industry timelines to produce a public relations campaign for their portfolios. Assessment tasks enable students to demonstrate emerging professional capacity to develop a campaign and prepare for a public relations position, either in an in-house or consultancy role.

**School** Humanities & Comm Arts

**Discipline** Public Relations

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Pre-requisite(s)** COMM 2011 AND COMM 2015

**Equivalent Subjects** COMM 3029 - Public Relations Campaigns COMM 3007 - Communication Campaigns

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Critique public relations campaigns and describe best practice.
2. Develop a systematic approach to public relations campaigns, including appropriate strategies and tactics.
3. Describe measurable goals and objectives applicable to campaign preparation and delivery.
4. Develop creative and effective campaigns for internal and external publics in an environment of social change using appropriate theoretical models.
5. Present a professional public relations campaign that demonstrates capacity for problem analysis and ability to develop appropriate and timely program solutions, within a limited budget and to realistic industry timelines.

## Subject Content

(1) Campaign Practice.

Components include

- Research
- Formulating objectives
- Identifying publics/audiences
- Planning strategies and tactics
- Media planning
- Budgeting
- Timely delivery

- Writing and design
- Evaluation
- (2) Campaign Theory.
- Reading and research on campaigns
- Role of digital and traditional media
- Examination of best practice
- Reviewing other work
- Self-reflection
- Developing a portfolio
- Application of digital and traditional media
- Planning public relations campaigns in a multidisciplinary, multicultural and multimodal context

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Presentation	250 words (written summary) and 15 minutes (for presentation)	20	N	Group
Report	1,000 words per person	50	N	Group
Portfolio	1,000 words (equivalent)	30	N	Individual

Teaching Periods

## Sydney City Campus - Term 2

### Sydney City

#### Day

**Subject Contact** Ming Diao ([https://directory.westernsydney.edu.au/search/name/Ming Diao/](https://directory.westernsydney.edu.au/search/name/Ming%20Diao/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG3018\\_22-SC2\\_SC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3018_22-SC2_SC_D#subjects))

## Spring

### Penrith (Kingswood)

#### Day

**Subject Contact** Nicole Bridges ([https://directory.westernsydney.edu.au/search/name/Nicole Bridges/](https://directory.westernsydney.edu.au/search/name/Nicole%20Bridges/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG3018\\_22-SPR\\_KW\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3018_22-SPR_KW_D#subjects))

## Online

#### Online

**Subject Contact** Nicole Bridges ([https://directory.westernsydney.edu.au/search/name/Nicole Bridges/](https://directory.westernsydney.edu.au/search/name/Nicole%20Bridges/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG3018\\_22-SPR\\_ON\\_O#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3018_22-SPR_ON_O#subjects))

## Parramatta - Victoria Rd

#### Day

**Subject Contact** Nicole Bridges ([https://directory.westernsydney.edu.au/search/name/Nicole Bridges/](https://directory.westernsydney.edu.au/search/name/Nicole%20Bridges/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG3018\\_22-SPR\\_PS\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3018_22-SPR_PS_D#subjects))

## **Sydney City Campus - Term 3**

### **Sydney City**

#### **Day**

**Subject Contact** Nicole Bridges ([https://directory.westernsydney.edu.au/search/name/Nicole Bridges/](https://directory.westernsydney.edu.au/search/name/Nicole%20Bridges/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG3018\\_22-SC3\\_SC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3018_22-SC3_SC_D#subjects))