

MKTG 1009 PUBLIC RELATIONS THEORY AND PRACTICE

Credit Points 10

Legacy Code 100212

Coordinator Vanessa Campbell ([https://directory.westernsydney.edu.au/search/name/Vanessa Campbell/](https://directory.westernsydney.edu.au/search/name/Vanessa%20Campbell/))

Description This subject introduces the student to the theory and research that serves as the foundation of the practice of public relations. The subject surveys the history of the discipline, the theories on which the discipline is based, and current models of practice. The subject focuses on understanding how to research and analyse the opinions of organisational publics in order to develop mutually beneficial relationships with those publics. The contemporary practice of public relations requires an understanding of a broad range of social science theory and research and the ability to incorporate that knowledge in the solution of public relations problems.

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/) page.

Level Undergraduate Level 1 subject

Equivalent Subjects LGYB 0099 - Public Relations Theory and Practice MKTG 1010 - Public Relations Theory and Practice (WSTC)

Learning Outcomes

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

1. explain relevant public relations concepts, theories and contexts;
2. describe and critique current practices of the public relations industry;
3. identify and critically assess current issues for public relations practice;
4. explain the value of socially responsible, ethical public relations practice;
5. identify the legal implications for public relations activities;
6. describe and identify publics for public relations clients, issues and activities.

Subject Content

- introduction to strategic public relations: Understanding relationships with publics. Situational theory of publics.
- public relations principles, concepts and contexts: Models of public relations practice. public relations as A communication process. historical, social, economic and political contexts for public relations practice. public relations and social responsibility.
- The public relations industry. different sectors: corporate, consultancy, not-for-profit and public. Global industry challenges.
- The public relations professional: Roles and responsibilities. legal Issues affecting public relations practice. Ethics. industry associations.

- Introduction to public relations strategies and techniques: Media relations and publicity; understanding the nature of news and media needs.

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.

Type	Length	Percent	Threshold	Individual/ Group Task
Quiz	4 x 25 multiple choice questions	50	N	Individual
Report	2,500 words	50	N	Individual

Prescribed Texts

- Chia,J, and Synnott, G. (2013). An Introduction to Public Relations and Communication Management (2nd ed). Melbourne, Vic: Oxford University Press
- Bridges, N. And Howell, G.V.J. (2014). Public Relations Theory and Practice iBook. Howell, G. and Bridges, N. (2012). Public Relations Theory and Practice Workbook 2012. University of Western Sydney: NSW.

Teaching Periods

Autumn (2022)

Online

Online

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Parramatta - Victoria Rd

Day

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Sydney City Campus - Term 1 (2022)

Sydney City

Day

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Spring (2022)

Penrith (Kingswood)

Day

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Sydney City Campus - Term 3 (2022)

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/))

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Vietnam Session 1 (2023)

Vietnam

On-site

Subject Contact Jacki Montgomery ([https://directory.westernsydney.edu.au/search/name/Jacki Montgomery/](https://directory.westernsydney.edu.au/search/name/Jacki%20Montgomery/))

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Autumn (2023)

Online

Online

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Parramatta - Victoria Rd

On-site

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Sydney City Campus - Term 1 (2023)

Sydney City

On-site

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Spring (2023)

Penrith (Kingswood)

On-site

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Sydney City Campus - Term 3 (2023)

Sydney City

On-site

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