

# MKTG 1009 PUBLIC RELATIONS THEORY AND PRACTICE

**Credit Points** 10

**Legacy Code** 100212

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

**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 fees 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 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

1. Introduction to public relations
2. History of public relations
3. Public relations theory
4. Public relations ethics
5. Public relations research
6. Corporate social responsibility
7. Issues, risk, and crisis communication
8. Internal communications
9. Strategic public relations
10. Media relations

11. Social media
12. Diversity and inclusion in public relations

## 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	Mandatory
Quiz	4 x 25 multiple choice questions	50	N	Individual	Y
Report	2,500 words	50	N	Individual	Y

**Prescribed Texts**

- 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**

## Spring (2024)

### Online

#### Online

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### Parramatta - Victoria Rd

#### On-site

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## Sydney City Campus - Term 3 (2024)

### Sydney City

#### On-site

**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 (2025)

### Vietnam

#### On-site

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

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## Autumn (2025)

### Online

#### Online

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## Parramatta - Victoria Rd

### On-site

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## Vietnam Session 2 (2025)

### Vietnam

#### On-site

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

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## Sydney City Campus - Term 2 (2025)

### Sydney City

#### On-site

**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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## Spring (2025)

### Online

#### Online

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## Sydney City Campus - Term 3 (2025)

### Sydney City

#### On-site

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