

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 subject students will learn to professionalise key aspects of the public relations management process. The subject 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 fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) COMM 2011 OR MKTG 2012 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.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Presentation	250 words (written summary) and 15 minutes (for presentation)	20	N	Group	Y
Report	500 words	10	N	Individual	Y
Report	1,000 words per person	40	N	Group	Y
Portfolio	1,000 words (equivalent)	30	N	Individual	Y

Teaching Periods

Sydney City Campus - Term 2 (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/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3018_24-SC2_SC_1#subjects)

Spring (2024)

Online

Online

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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Parramatta - Victoria Rd

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 3 (2024)

Sydney City

On-site

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Sydney City Campus - Term 2 (2025)

Sydney City

On-site

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Spring (2025)

Online

Online

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