



UNSW
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MDIA1003

Public Relations and Advertising Foundations

Semester Two // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Michael Richardson	michael.richardson@unsw.edu.au	Monday 10am-12pm	Robert Webster 231C	9385 8531

Tutors

Name	Email	Availability	Location	Phone
Miriam Cabello	m.cabello@unsw.edu.au	N/A	N/A	N/A
Jane Jordan	jane.jordan@unsw.edu.au	N/A	N/A	N/A
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School Contact Information

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes

and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the attendance protocols in the Faculty of Arts and Social Sciences: <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Academic Information

For essential student information relating to: requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential academic information, see <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Media*

This course provides a comprehensive introduction to Public Relations and Advertising Principles in an Australian and international context. You will examine the history, growth, and contemporary influence of both disciplines. The foundations of PR and advertising are studied, as are their influence within and outside organisations, and the linkages both disciplines have in the “communications mix”. You will be able to understand similarity and difference between PR and advertising in relation to communication strategy, research, media relations, industry and professional pathways. You will also gain an appreciation of the ethical dimensions and issues in allied communication disciplines.

At the conclusion of this course the student will be able to

1. Explain the fundamental natures of PR and advertising, including theories, contemporary practice in a wide variety of arenas, and emerging trends.
2. Evaluate concepts of publics/audiences, relationships and ethical practice.
3. Analyse local and international PR case studies.
4. Deploy knowledge of and skills in professional writing.

Teaching Strategies

Rationale for the inclusion of content and teaching approach

The course will offer students a solid introduction to the theory and practice of PR and advertising. **It will give students insights into how PR and advertising professionals systematically research their publics/audiences and create strategies aligned to organisational goals.** This course is Core in the Bachelor of Media (Public Relations and Advertising) and an elective for students undertaking other Bachelor of Media programs.

Teaching strategies

This course uses face-to-face teaching with a one and a half hour lecture and a one and a half hour tutorial to allow for collaborative work, discussion of set readings and practical exercises. Lecture material is invaluable to discussions and exercises in tutorials.

Assessment

This Course Outline provides only the most basic information regarding the assessments. Detailed instructions for all assessments are available on Moodle.

You must complete and submit all three assessment tasks in order to pass the course.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Campaign Analysis	20%	In-class, Weeks 4 & 5.	1,2,3,4
Minor Essay	35%	02/09/2018 11:59 PM	1,2,3
Client Pitch	45%	26/10/2018 11:59 PM	1,2,3,4

Assessment Details

Assessment 1: Campaign Analysis

Start date:

Length: 10 minute presentation

Details: This small group assessment has two components: a 10 minute oral presentation and 500 word presentation summary, submitted at the time of presentation. Written feedback is provided.

Additional details:

Please refer to Moodle for detailed instructions. Groups for this task will be assigned in your tutorial in Week 2.

Turnitin setting: This is not a Turnitin assignment

Assessment 2: Minor Essay

Start date:

Length: 1,000 words

Details: 1,000 word essay. Written feedback is provided.

Additional details:

Please refer to Moodle for detailed instructions, including the essay question.

Turnitin setting: This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Assessment 3: Client Pitch

Start date:

Length: 2,500 words

Details: This assessment has two parts. PART A: 10% Group Task Groups of 4 present initial analysis and planning in response to client brief. Formative verbal feedback is provided, which students are encouraged to record. PART B: 35% Individual Task Individuals submit a 2,500 word practical writing task that includes a client pitch and content examples. Written feedback is provided. The written component is the final assessment.

Additional details:

Please refer to Moodle for detailed instructions.

Submission notes: Part A is due in class in Week 11. The date provided is for your final written submission (Part B).

Turnitin setting: This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

Late Assessment Penalties

Students are responsible for the submission of assessment tasks by the required dates and times. Depending of the extent of delay in the submission of an assessment task past the due date and time, one of the following late penalties will apply unless special consideration or a blanket extension due to a technical outage is granted. For the purpose of late penalty calculation, a 'day' is deemed to be each 24-hour period (or part thereof) past the stipulated deadline for submission.

- **Work submitted less than 10 days after the stipulated deadline** is subject to a deduction of 5% of the total awardable mark from the mark that would have been achieved if not for the penalty for every day past the stipulated deadline for submission. That is, a student who submits an assignment with a stipulated deadline of 4:00pm on 13 May 2016 at 4:10pm on 14 May 2016 will incur a deduction of 10%.

Task with a non-integer percentage mark

If the task is marked out of 25, then late submission will attract a penalty of a deduction of 1.25 from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The total possible mark for the essay is 25. The essay receives a mark of 17. The student's mark is therefore $17 - [25 (0.05 \times 3)] = 13.25$

Task with a percentage mark

If the task is marked out of 100%, then late submission will attract a penalty of a deduction of 5% from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The essay is marked out of 100%. The essay receives a mark of 68. The student's mark is therefore $68 - 15 = 53$

- **Work submitted 10 to 19 days after the stipulated deadline** will be assessed and feedback provided but a mark of zero will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component (hurdle requirement), a student will be deemed to have met that requirement;
- **Work submitted 20 or more days after the stipulated deadline** will not be accepted for assessment and will receive no feedback, mark or grade. If the assessment task is a compulsory component of the course a student will receive an Unsatisfactory Fail (UF) grade as a result of unsatisfactory performance in an essential component of the course.

This information is also available at:

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- * Prevent you from completing a course requirement,
- * Keep you from attending an assessable activity,
- * Stop you submitting assessable work for a course,
- * Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including "When to Apply", "How to Apply" and "Supporting Documentation" please refer to the Special Consideration webstie:

<https://student.unsw.edu.au/special-consideration>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

(<http://subjectguides.library.unsw.edu.au/elise/aboutelise>)

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 23 July - 29 July	Lecture	<p>Introducing Public Relations and Advertising</p> <p>This week will give an overview of the course, including the assessments and how the lectures, tutorials and readings link up. You will be introduced to key topics and debates in the theory and practice of public relations and advertising. Part of our purpose this week will be to challenge preconceived ideas about the field, but we will also consider its history and the links between industry skills and critical analysis.</p>
	Tutorial	<p>PLEASE NOTE THAT TUTORIALS BEGIN IN WEEK ONE!</p> <p>In tutorial, we will meet one another, go over the course in some detail and discuss different ways in which we can understand PR and advertising.</p>
Week 2: 30 July - 5 August	Lecture	<p>Promotional Cultures</p> <p>Understanding what PR and advertising are – and what they are not – is not as easy as it might seem at first glance. This week, we will look at some different ways of understanding public relations and advertising, and consider their place within society, culture and the economy. We will ask how they arise from and contribute to wider discourses and the social and cultural values we attach to them. Drawing on case studies from Australia and overseas, we will begin to examine how PR and advertising persuade and communicate across industries, within organisations, in times of crisis, and to produce commercial, social, and political outcomes.</p>
	Tutorial	<p>In the tutorial, we will go into depth on the nature of PR and advertising, and their wider social, cultural and economic role. You will also be allocated to a group for Assessment 1: Campaign Analysis.</p>
Week 3: 6 August - 12 August	Lecture	<p>PLEASE NOTE: LECTURE WILL BE DELIVERED ONLINE FOR THIS WEEK ONLY</p> <p>PR and Advertising Campaigns</p> <p>This week we will look at the key object for</p>

		<p>understanding public relations and advertising: the campaign. Essential to understanding what PR and advertising can do is understanding what has been done in the past. So our approach will be historical and theoretical, linking how campaigns have developed to the way they work (or don't!). This week will also serve as a primer to one of the most important practical skills you will develop in this course: campaign analysis, grounded in specific examples and relevant theory. You will be briefed in more detail on Assessment 1: Campaign Analysis, which asks you to put into practice the techniques of analysis introduced this week.</p>
	Tutorial	<p>In tutorials, we will consider campaigns and campaign analysis in more detail via discussion of the readings and relevant examples. There will also be an opportunity to discuss the Campaign Analysis assessment in more detail. <i>You must come to class with an example of a PR or advertising campaign that you think is particularly interesting or powerful.</i></p>
Week 4: 13 August - 19 August	Lecture	<p>PLEASE NOTE: NO FACE-TO-FACE LECTURE THIS WEEK, ONLINE ONLY</p> <p>Promotional Texts</p> <p>Promotional texts are one of the key mechanisms for communicating in public relations and advertising. Texts, of course, aren't just words on a page. Texts can be images, videos, music, speech, games, and even experiences. In short, texts deliver meaning. So our focus is on how meaning words. We break down ideas from the French philosopher Roland Barthes about how language works as a system of signs to produce myths. And we consider how language fits into wider discourse, and why this matters for promotional texts.</p>
	Tutorial	<p>In tutorials, we will have the first block of Campaign Analysis presentations. Using some of the campaigns presented by your groups as a springboard, we will discuss the week's topic of promotional texts.</p>
	Assessment	<p>Assessment 1: Campaign Analysis (Round 1)</p>
Week 5: 20 August - 26 August	Lecture	<p>Elements (I) – Briefing and Researching</p> <p>As the emphasis of the course shifts from theory to practice, we turn to specific elements of PR and advertising. Namely, research, planning and briefing. As we have seen already, strong research is the foundation for successful campaigns. But to</p>

		get there, practitioners need a clear, direct and informed brief from the client. This week, we look at briefs and the briefing process, then turn to how research is conducted and consider its place within the process. Research fuels good planning, which provides the structure of any campaign.
	Tutorial	In tutorials, we will have the second block of Campaign Analysis presentations. Then, we introduce a new model for the remaining classes: the Agency. After some brief discussion of readings and concepts, you will work in small groups on a task in response to a client brief.
	Assessment	Assessment 1: Campaign Analysis (Round 2)
Week 6: 27 August - 2 September	Lecture	Elements (II) – Strategy and Tactics Public relations and advertising professionals need to think strategically and tactically. They need to understand the big picture and know how to make the right choices in the execution of a campaign. This week, we'll look closely at the difference between strategy and tactics to make clear why what matters most is strong strategic thinking. You'll be introduced to the work of strategists within communications agency and consider its place within the PR and advertising process.
	Tutorial	After some brief discussion of readings and concepts, you will work in the Agency on a strategic problem in response to a client brief. There will also be some discussion and workshopping of Assessment 2: Essay.
Week 7: 3 September - 9 September	Lecture	Elements (III) - Messages and Stories In Weeks 5 and 6 we learned how important meaning-making and persuasion are to public relations and advertising. This week, we consider how to connect with an audience in practice. It's rarely enough to have a witty tag line or clever image: you need to tell a story and you need to stage that telling. We will look at how storytelling works, from structuring narratives to powerful writing. But we will also ask how stories are staged, with a particular focus on the trend towards experiential campaigns.
	Tutorial	Following some discussion of storytelling and messaging techniques, you will craft a story-driven media release in this week's Agency in response to existing research and planning.
	Assessment	Assessment 2: Essay - Due end of Week 7, Sunday, 10 September 2017, 11:59pm
Week 8: 10 September -	Lecture	Elements (IV) - Media Forms

16 September		<p>The best message means nothing if it doesn't connect with the right people. That makes the how of delivery at least as important as the what. Too often, practitioners think about media too narrowly – they focus on the specific form of the media or fail to think outside the box. This week, we look at different media forms, from social to mass to experiential media, and consider how they relate to PR and advertising. While the pros and cons of various media are useful to know, what matters more is how media fit the message and reach the right audience the right way.</p>
	Tutorial	<p>Following discussion, you will develop a media strategy in this week's Agency. You will need to consider media forms, as well as how they will create a meaningful relation with your intended audience. There will also be an extended opportunity for discussion of Assignment 3: Client Pitch.</p>
Week 9: 17 September - 23 September	Lecture	<p>Client Briefing</p> <p>This lecture is compulsory and will not be recorded!</p> <p>In this week's lecture, you will be briefed on Assessment 3. You will hear directly from the Client about their organisation and its promotional needs. There will be an opportunity to ask questions, depending on the available time.</p>
	Tutorial	<p>Tutorials this week will focus on Assessment 3: Client Pitch. You will work in groups to understand the Client Brief and begin your response to Part A of the assignment.</p>
Break: 24 September - 30 September		
Week 10: 1 October - 7 October		<p>NO CLASSES WEEK 10 DUE TO THE PUBLIC HOLIDAY.</p> <p>Please ensure you take this week to work on Assessment 3 Part A.</p>
Week 11: 8 October - 14 October	Lecture	<p>Professional Practice (I) - The Client</p> <p><i>This lecture is compulsory and the recording will not be made available!</i></p> <p>This week, your lecture will feature a panel of guests from the public relations and advertising industry. There will be a moderated discussion about professional and ethical practice, the skills necessary to succeed, and the future directions of promotional industries. There will also be an</p>

		opportunity to ask questions of our guests, so think about what you'd like to know about PR&A as a profession!
	Assessment	Presentations for Assessment 3: Client Pitch (Part A) will be held in your tutorials this week.
	Tutorial	This week will feature your 5-minute group discussions for Assessment 3 Part A. In the remaining time, the tutorial will focus on how to move from your group work to your individual Client Pitch for Assessment 3 Part B.
Week 12: 15 October - 21 October	Lecture	<p>Professional Practice (II): Practitioner and Client</p> <p>In our second week on professional practice, we look more closely at the roles and relationships of practitioners and clients. Our focus will be on ethical conduct and strategies for measuring the success (or failure!) of promotional campaigns.</p>
	Tutorial	Following discussion, this week's Agency will ask you to work through an ethical conundrum about an agency's work and its potential negative social impacts. Just like last week, the Agency will also provide time for you to workshop your Client Pitch Assessment.
Week 13: 22 October - 28 October	Lecture	<p>Public Relations and Advertising Principles in Action</p> <p>This week draws together the theoretical and practical threads of the course to consider PR and advertising culture. Rather than simply summarizing the course, we will reflect on the principles we have examined and their connection to one another. Returning to the essential links between theory and practice, we will look at the PR and advertising as an industry in constant change. Finally, we will give some brief context for the ideas and topics that you will encounter as you progress in your studies.</p>
	Tutorial	In this week's tutorial, you will reflect on the course overall in an extended discussion. Then you will have an opportunity to workshop and receive feedback on your Client Pitch Assessment.
	Assessment	Assessment 3: Client Pitch (Part B) due Friday 26 October.

Resources

Prescribed Resources

All the resources you need are available on Moodle in the weekly sections.

Recommended Resources

N/A

Course Evaluation and Development

We are committed to improving MDIA1003 and have benefited greatly from student feedback on the course. In addition to the MyExperience surveys conducted at the end of each semester, there will be an opportunity for feedback mid-semester. You are also welcome to email or visit me, Michael Richardson, at any point to raise specific concerns.

Student feedback is evaluated in relation to the learning objectives of the course and changes are implemented to improve the experience and outcomes for students. For example, in 2017 the final assessment was reduced in weight and broken into two components based on feedback from students in 2016.

Image Credit

Mike Del Gaudio, 2 February 2002

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