

MKTG 2012 PUBLIC RELATIONS: STRATEGIES AND TACTICS

Credit Points 10

Coordinator Vanessa Campbell (<https://directory.westernsydney.edu.au/search/name/Vanessa.Campbell/>)

Description Public Relations: Strategies and Tactics provides the opportunity to connect theoretical knowledge with practical planning, writing, and presenting skills while examining and analysing real-life campaigns. By exploring client concerns, opportunities, and various stakeholder needs, students will learn how to develop compelling pieces of content to convey desired brand messages effectively. This course will delve into the distinctions between Public Relations strategies and tactics through class discussions, case studies, and project-based assessments. Through these assessments, students will demonstrate their ability to develop Public Relations strategies and actionable tactics that will prepare them for a career in Public Relations.

School Humanities & Comm Arts

Discipline Political Science

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 2 subject

Pre-requisite(s) MKTG 1009

Equivalent Subjects COMM 2011

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Describe the role of and differences between strategy and tactics, and their relationship to Public Relations objectives
2. Explain the importance of Public Relations strategy in successful communication plans, and the range of approaches and methodologies used in contemporary Public Relations practice
3. Describe how contemporary Public Relations tactics support the implementation of Public Relations strategies
4. Undertake relevant research to develop and leverage appropriate strategies and tactics to achieve Public Relations objectives for specific stakeholder groups, including multicultural and Indigenous Australian peoples and communities.
5. Create a range of Public Relations tactics appropriate for a specific strategic approach.

Subject Content

Through weekly lecture pods and a tutorial, students will become familiar with the principles and concepts behind Public Relation strategies and tactics. Students will gain an understanding of:

- the role of research in strategy development and identifying insights
- the role of and differences between strategy and tactics, and their relationship to Public Relations objectives

- how to consider the needs of the organisation and their stakeholders when designing Public Relations strategies and tactics
- how to develop a strategic platform
- how to identify newsworthy content from marketing assets (research reports, survey data etc.)
- how to write Public Relations content such as media releases, key messages and narratives, website and social media content, fact sheets, backgrounder and briefing documents, organisation and spokesperson biographies, fact sheets, influencer kits, media pitches, and thought leadership content, including by lines, reactive and proactive commentary, and blog posts

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 15 minute presentation	20	N	Group/ Individual	N
Proposal	1000 words	30	N	Individual	N
Portfolio	1500 words equivalent	40	N	Individual	N
Participation		10	N	Individual	N

Teaching Periods

Autumn (2025)

Online

Online

Subject Contact Vanessa Campbell (<https://directory.westernsydney.edu.au/search/name/Vanessa.Campbell/>)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG2012_25-AUT_ON_2#subjects)

Parramatta - Victoria Rd

On-site

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