

MKTG 1010 PUBLIC RELATIONS THEORY AND PRACTICE (WSTC)

Credit Points 10

Legacy Code 700090

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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/) page.

Level Undergraduate Level 1 subject

Co-requisite(s) Students enrolled in the combined Diploma/Bachelor courses listed below must pass all College Preparatory units listed in the course structure before progressing to the Year Two units

Equivalent Subjects MKTG 1009 - Public Relations Theory and Practice

Restrictions Students must be enrolled at Western Sydney University, The College. Students enrolled in extended diplomas must pass 40 credit points from the preparatory subjects listed in the program structure prior to enrolling in this University level subject.

Assumed Knowledge

Computer literacy.

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 strategic public relations: Understanding relationships with publics. Situational theory of publics.

2. 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.
3. The public relations industry. Different sectors: corporate, consultancy, not-for-profit and public. Global industry challenges.
4. The public relations professional: Roles and responsibilities. Legal issues affecting public relations practice. Ethics. Industry Associations.

5. 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	Mandatory
Quiz	Homework activities – 5 x 4% Minimum 200 words each	20	N	Individual	N
Applied Project	Draft (10% Written Issue Brief (30%) 2000 words	40	N	Individual	N
End-of-session Exam	2 hours	40	N	Individual	N