

MECM40006 Public Relations and Communications

Credit Points:	12.50
Level:	4 (Undergraduate)
Dates & Locations:	2012, Parkville This subject commences in the following study period/s: January, Parkville - Taught on campus. Intensive
Time Commitment:	Contact Hours: 24 Total Time Commitment: Intensive taught subject: 31 January, 2-3, 7, 9-10 February 2012 (inclusive)
Prerequisites:	Admission to the postgraduate certificate in media and communication, honours or postgraduate diploma in media and communication, Master of Global Media Communication, postgraduate diploma publishing and communications, or Master of Publishing and Communications
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	Students who have previously undertaken 100-419 Public Relations and Corporate Power are not eligible to enrol in this subject.
Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Assoc Prof Ingrid Volkmer
Contact:	Ingrid Volkmer ivolkmer@unimelb.edu.au (mailto:ivolkmer@unimelb.edu.au)
Subject Overview:	This subject provides theoretical insights into and practical accounts of public relations today. Lectures begin with a practical account from an industry professional of a public relations function, such as stakeholder relations, media relations, government relations, investor relations and issues/crisis management. This is followed by an examination from a theoretical perspective and in relation to ethical considerations. With the help of case studies and theoretical frameworks, we will situate the role, issues and challenges of public relations in a historical, socio-political and global context.
Objectives:	Students who complete this subject will: <ul style="list-style-type: none"> # understand the development of public relations in the context of the historical rise of large corporations; # recognise the various corporate and community functions of public relations practices; # apply different theoretical frameworks in critically examining the multiple facets of public relations in various industry contexts; and # evaluate the ethical considerations that may arise within various public relations practices.
Assessment:	A case study report of 2000 words 40% (due two weeks after the end of teaching), a written essay based on the case plan of 2000 words 40% (due two months after the end of teaching), and a 15-minute class presentation (equivalent to 1000 words) 20%. Students are required to

	attend a minimum of 80% of classes in order to qualify to have their written work assessed. All required written work must be submitted in order to pass the subject.
Prescribed Texts:	A subject reader will be available.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>Students who successfully complete this subject will:</p> <ul style="list-style-type: none"> # be able to demonstrate a high level of understanding of key communication issues in the industry; # be able to demonstrate skills in research procedures and critical evaluation; # be able to present ideas in both verbal and written form and in conformity to professional and academic conventions; and # be able to apply pro-active strategies in identifying and solving communication problems at various levels.
Related Course(s):	Master of Global Media Communication Master of Publishing and Communications Postgraduate Diploma in Arts (Editing and Communications) Postgraduate Diploma in Arts (Media and Communication)
Related Majors/Minors/ Specialisations:	Media and Communication