

100-419 Public Relations and Corporate Power

Credit Points:	12.50
Level:	4 (Undergraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: A 1-hour lecture and a 2-hour seminar per week Total Time Commitment: 3 contact hours/week, 7 additional hours/week. Total of 10 hours per week.
Prerequisites:	Students should be eligible for study at the 4th or 5th year level.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
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Subject Overview:	This subject examines the practice of public relations in a globally corporatised environment and pays special attention to its historical and theoretical development in the context of large business corporations. The role of public relations as a human agency in sustaining a balance between competing and opposing forces in complex environments is explored. Lectures will present a critical assessment of the reactive and unethical approaches of selected business corporations towards various publics and inform students of corrective and pro-active forms of building corporate culture, managing (media) relationships, designing corporate campaigns and community sponsorships, analysing risks and issues and networking through coalitions in global terms. Students will debate mainstream and critical theoretical perspectives and engage with actual public relations cases by critically investigating problems and issues in the contemporary practice of corporate public relations.
Objectives:	<ul style="list-style-type: none"> # be able to recognise the development of public relations in relation to the historical rise of large corporations; # be able to understand the expansion of public relations in the context of contemporary forms of media practices; # be able to apply different theoretical frameworks in critically examining the practice in a global corporate context; # be able to design and implement a public relations program of action and evaluate issues and problems in relation to corporate citizenry and community development.
Assessment:	A written essay of 2500 words 45% (due mid-semester), a case study report of 2500 words 45% (due at the end of the semester), a 20-minute oral team presentation of a news story or campaign 10% (commencing mid-semester). Students must attend at least 80% of classes to be eligible for assessment.

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:	<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; # be able to apply pro-active strategies in identifying and solving communication problems at various levels.
Related Course(s):	Bachelor of Arts (Honours)(Media and Communications) Master of Arts (Science, Communication and Society) 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 Communications