

MECM40006 Public Relations and Communications

Credit Points:	12.50
Level:	4 (Undergraduate)
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: February, Parkville - Taught on campus. Intensive
Time Commitment:	Contact Hours: 24 Total Time Commitment: 120
Prerequisites:	Admission to the postgraduate certificate in media and communication, postgraduate diploma or 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:	Prof Sean Cubitt
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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:	Students who complete this subject will: <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; and # 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 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