

MKTG90003 Public Relations Management

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 3-hour seminar per week Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering requests 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 for 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/
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Subject Overview:	This subject examines the practices of public relations management. Topics include an introduction to public relations, the evolution of public relations, public relations theory, ethical issues in public relations, public relations strategies and tactics, the various stakeholders/publics that organisations interact with and the issues that they face with their major stakeholder relationships, crisis management, and also an examination of the difference between marketing public relations (MPR) and corporate public relations. Marketing public relations (MPR) is a key focus in the class.
Objectives:	This subject aims to provide students with an introduction to the major theories and models that apply to public relations in an organisational setting. On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> # Describe and analyse the basic theories and models that underpin public relations; # Describe and understand the importance that marketing PR plays in an organisation; # Identify an organisation's key stakeholder groups; # Provide an overview of some of the main tools used by public relations; # Identify and analyse the ethical issues affecting organisational/stakeholder relationships; # Integrate conceptual frameworks with selected management practices.
Assessment:	2-hour end-of-semester examination (50%) Assignment(s) totalling not more than 4000 words (40%) Class participation (10%)

Prescribed Texts:	None
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>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> # Interpretive and analytical skills, through the application of the conceptual and theoretical frameworks presented in the seminars to the class discussion questions and assignment questions; # The ability to critically evaluate an argument and present a point of view based on the lecture material; # Team work skills and collaborative learning techniques, through the group work conducted throughout the semester; # Oral and communication skills, through seminar discussions and presentations; # Written skills, developed through the completion of the two assignments; # Research skills, through accessing relevant information from a range of sources for successful completion of the class assignments.
Related Course(s):	Graduate Certificate in Communication and Customer Strategy Master of Applied Commerce (Marketing) Master of Applied Commerce (Marketing) Master of Management (Marketing)