

MECM40006 Public Relations and Communications

Credit Points:	12.5
Level:	4 (Undergraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 30 hours: 12 x 1-hour lecture and a 1.5-hour tutorial per week throughout semester. Total Time Commitment: Total expected time commitment is 170 hours across the semester, including class time.
Prerequisites:	Admission to the postgraduate certificate, postgraduate diploma or fourth year honours 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 Robert Hassan
Contact:	hassanr@unimelb.edu.au (https://mce_host/faces/htdocs/hassanr@unimelb.edu.au)
Subject Overview:	This subject provides students with an advanced understanding of relevant theory and practice in contemporary public relations. Lectures will introduce case studies and practical accounts from industry professionals dealing with public relations functions including stakeholder relations, media relations, government relations, investor relations and issues/ crisis management. This will be complemented with theoretical perspectives and examination of ethical considerations to situate the key issues and challenges of public relations in a global context.
Learning Outcomes:	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 15 minute class presentation equivalent to 1000 words 20% (due during the semester), a case study report of 2000 words 40% (due mid-semester), a written essay of 2000 words 40% (due in the examination period). Students are required to attend a minimum of 80% (or 10 out of 12) classes in order to qualify to have their written work assessed. Any student who fails to meet this hurdle without valid reason will not be eligible to pass the subject. All required written work

	must be submitted in order to pass the subject. Essays submitted after the due date without an extension will be penalised 2% per day. Essays submitted after two weeks of the assessment due date without a formally approved application for special consideration or an extension will only be marked on a pass/fail basis if accepted.
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):	<p>Graduate Diploma in Publishing and Communications (Advanced) Postgraduate Diploma in Arts (Editing and Communications)</p>
Related Majors/Minors/ Specialisations:	<p>150 Point Master of Global Media Communication 150 Point Master of Publishing and Communications 150 point Master of Marketing Communications 200 Point Master of Global Media Communication 200 Point Master of Publishing and Communications 200 point Master of Marketing Communications Governance, Policy and Communication Governance, Policy and Markets Graduate Certificate in Arts (Advanced) - Media and Communications Graduate Diploma in Arts (Advanced) - Media and Communications PC-ARTS Media and Communications</p>