COMM28001 *Celebrity Public Relations: Profile, Personality and Positioning*
Term 2 - 2025

Profile information current as at 05/09/2024 03:28 pm

General Information

Overview

Celebrities exist because of their high media profiles. From the cut of a dress worn on the red carpet, to an irate social media post made in a fit of anger, publicity can make or break an individual's reputation. Dealing with intense personal media scrutiny requires specialist public relations knowledge. You will explore the elements required to develop the profile of individuals, and how strategic communication techniques can be used to monitor, boost or influence reputation. You will move beyond familiar definitions of celebrity (evident in influencers, politicians, business leaders or sports stars) to consider the notion of celebrity as it impacts contemporary culture. Celebrity PR is a useful skill to develop and enhance your own professional profile, or to address issues involving the publicity of individuals. You will build on public relations skills you may have previously applied to organisations and shifts the focus to personal image and status. This unit is relevant for anyone who may pursue a career in the public eye. You will learn skills of reputation management and identity formation - either for yourself or on behalf of someone else.

Details

Career Level: *Postgraduate*
Unit Level: *Level 8*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

Students need to have completed 36 credit points within the Public Relations major or the Strategic Communications major prior to enrolling in this unit.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure (Higher Education Coursework)](#).

Offerings For Term 2 - 2025

- Online

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

> **Information for Class and Assessment Overview has not been released yet.**
> This information will be available on Monday 19 May 2025

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Informal Student Feedback

Feedback
Students commented favourably on the real-world issues and case studies covered in the unit content.

Recommendation
Maintain the real-world issues and case studies covered in the unit content.

Feedback from Teaching Staff Evaluation

Feedback
The unit content would benefit from being more clearly connected with media and communication theories relating to studies of popular culture.

Recommendation
Embed more opportunities for students to engage with theory throughout the unit.

Feedback from Student Satisfaction Survey

Feedback
Students found teaching staff to be approachable and willing to help.

Recommendation
Continue to provide an excellent level of support to students.

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.
This information will be available on Monday 19 May 2025

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.
This information will be available on Monday 19 May 2025

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.
This information will be available on Monday 23 June 2025

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.
This unit profile has not yet been finalised.