MDIA2006

Communication Strategies

Semester One // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Paul Ryder	p.ryder@unsw.edu.au	Thursday 1600-1700 by appointment	Webster 311S	Please use email

Tutors

Name	Email	Availability	Location	Phone
Bree Hutchinson	bree.hutchinson@unsw.edu.au	By appointment	Webster 231W	Please use email
Nidia Raya Martinez	n.rayamartinez@unsw.edu.au	By appointment	Webster 231W	Please use email
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Jonathan (Jon) Foye	j.foye@unsw.edu.au	By appointment	Webster 231W	Please use email
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School Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek

permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the attendance protocols in the Faculty of Arts and Social Sciences: https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Academic Information

For essential student information relating to: requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential academic information, see https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Media*

This course focuses on the principles, dynamics, and particulars of strategy that underpin communication initiatives across the sub-disciplines of public relations and advertising. You will be exposed to key theories and models that underpin and drive cut-through solutions to complex strategic problems. In forming coherent strategic frameworks, you will learn to distinguish between strategy, tactics, and objectives. You will learn the principles and value of research and the importance of selecting strongly aligned tactics and appropriate media channels. Likewise, you will learn how to frame relevant messages and to be sensitive to the crucial matter of timing. With its foundations in the art of war, you will learn that a strong, coherent, yet flexible strategy underpins the success of competitive and cooperative strategic endeavour.

At the conclusion of this course the student will be able to

1. Understand and articulate the key prerequisites, principles and dynamics that inform effective strategy/strategic design
2. Discern and articulate the differences between objectives, strategies and tactics
3. Cooperatively work in groups to formulate a coherent solution to a multifaceted issue and/or opportunity facing a small commercial entity

Teaching Strategies

The 1.5-hour lectures will give students an understanding of the theory and practice of strategic communication. The 1.5-hour tutorials will be based on experiential learning in small groups, including cases studies, tool exercises and strategic planning. Students will also work collaboratively in teams on a project. Critical and reflective learning will underpin the major assignment.

Assessment

For detailed assessment information, please see the MDIA 2006 Moodle site.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Environmental scan	30%	01/04/2018 11:00 PM	1,2
Client brief and design of strategic framework	40%	22/04/2018 11:00 PM	1,2
Strategic document and in-class presentation	30%	27/05/2018 11:00 PM	1,2,3

Assessment Details

Assessment 1: Environmental scan

Start date:

Details: 1000-1200 word individual report.Students will receive written feedback and a numerical grade via the Learning Management System.

Additional details:

For detailed assessment information, please see the MDIA2006 Moodle site

Submission notes: Please see the detailed submission protocol on MDIA 2006 Moodle site.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 2: Client brief and design of strategic framework

Start date:

Details: 1500 word individual strategic framework based on group client brief.Students will receive written feedback and a numerical grade via the Learning Management System.

Additional details:

For detailed assessment information, please see the MDIA 2006 Moodle site.

Submission notes: Please see the detailed submission protocol on MDIA 2006 Moodle site

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 3: Strategic document and in-class presentation

Start date: 14/05/2018 09:00 AM

Details: In groups of 4 to 5, students will prepare a 2500 word strategy document. A key component of this assessment task is a 10-minute presentation. The weighting of the presentation is 50 percent of this assessment, or up to 15 marks.This is the final assessment task for attendance purposes.Following the submission of the strategy document, a group mark (and feedback for both the presentation and final document) will be provided on the Learning Management System.

Additional details:

This group assessment comprises a group presentation in Week 11 and final document presentation in Week 12. The final document will be submitted by the group leader (only) through a special group submission link on the 2006 Moodle site.

Submission notes: Please see detailed submission protocol on 2006 Moodle site.

Turnitin setting: This is not a Turnitin assignment

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

Late Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen (14) days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component, a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one (21) days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

* Prevent you from completing a course requirement,

* Keep you from attending an assessable activity,

* Stop you submitting assessable work for a course,

* Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including "When to Apply", "How to Apply" and "Supporting Documentation" please refer to the Special Consideration webstie:
https://student.unsw.edu.au/special-consideration

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: changing a few words and phrases while mostly retaining the original structure and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (http://www.lc.unsw.edu.au/). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose

- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.
(http://subjectguides.library.unsw.edu.au/elise/aboutelise)

Course Schedule

Timetable

Date	Type	Content
Week 1: 26 February - 4 March	Lecture	Introduction The origins and dynamics of strategy The problem of strategic coherence See Moodle for details of reading/viewing TUTORIALS BEGIN THIS WEEK. See 2006 Moodle site for details.
Week 2: 5 March - 11 March	Lecture	Getting and interpreting the data: the importance of effective research The environmental scan See Moodle for details of reading/viewing See Moodle for tutorial details
Week 3: 12 March - 18 March	Lecture	What are tactics? Distinguishing tactics from strategy. Alingning tactics with strategy. See Moodle for details of reading/viewing See Moodle for tutorial details
Week 4: 19 March - 25 March	Web	ONLINE LECTURE Making it choere: the strategic framework. See Moodle for lecture link. See Moodle for details of reading/viewing See Moodle for tutorial details
Week 5: 26 March - 1 April	Reading	Friday 30 March is Good Friday, a public holiday. Consequently, there is no lecture. Turorials run as normal this week.

| | | See Moodle for details of reading/viewing

See Moodle for tutorial details |
|---|---|---|
| Break: 2 April - 8 April | Reading | This in Mid-Semester break week. Students might like to take advantage of the opportunity to catch up on reading. |
| Week 6: 9 April - 15 April | Lecture | PR strategies and tactics

See Moodle for details of reading/viewing

See Moodle for tutorial details |
| Week 7: 16 April - 22 April | Lecture | Advertising strategies and tactics

ANZAC DAY falls on Wednesday 25 April. As no tutorials are scheduled on a Wednesday in this course, tutorial classes are unaffected.

See Moodle for details of reading/viewing

See Moodle for tutorial details |
| Week 8: 23 April - 29 April | Web | ONLINE LECTURE

Engaging metaphor/defamiliarisation as a communication strategy. See Moodle for URL to Dr. Phillip Bell's lecture.

See Moodle for details of reading/viewing

See Moodle for tutorial details |
| Week 9: 30 April - 6 May | Lecture | Strategic communication and social media

See Moodle for details of reading/viewing

See Moodle for tutorial details |
| Week 10: 7 May - 13 May | Lecture | Campaign evaluation strategy

See Moodle for details of reading/viewing

See Moodle for tutorial detail |
| Week 11: 14 May - 20 May | Lecture | Guest lecture (Speaker TBA) 'Life as a professional communicator'

Course overview

See Moodle for tutorial detail |
| Week 12: 21 May - 27 May | Project | Final tutorial of semester / Major project due

NO LECTURE THIS WEEK |

		See Moodle for tutorial details

Resources

Prescribed Resources

See Moodle for recommended reading list, week-to-week readings (available on Moodle as PDFs), and video content

Recommended Resources

In addition to the resources noted on the MDIA 2006 Moodle site, the following journals are recommended:

- Journal – Journal of Public Relations Research
- Journal – Public Relations Review
- Journal – International Journal of Strategic Communication
- Journal – Public Relations Inquiry
- Journal – Journal of Communication Management
- Journal – Journal of Communication, Culture and Critique
- Journal – Discourse and Society
- Journal – Journal of Public Affairs
- Journal -- Journal of Advertsing
- Journal -- M/C (Media and Culture) http://journal.media-culture.org.au (highly recommended)
- Journal - Southern Semiotic Review http://southernsemioticreview.net

Course Evaluation and Development

myExperience is the main conduit for student feedback. In addition, a less formal online feedback questionnaire will be distributed in Week 6.

In response to 2015/16 student feedback, this course changed extensively in 2017. Feedback in 2017 has helped us to streamline and otherwise refine the new offering.

Image Credit

Personal photograph by Paul Ryder

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