MDIA2006

Communication Strategies

Term One // 2019

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Paul Ryder	p.ryder@unsw.edu.au	Wednesday 1300-1400 by appointment	Webster 311S	Please use email

Tutors

Name	Email	Availability	Location	Phone
Jonathan (Jon) Foye	j.foye@unsw.edu.au	By appointment	Webster 231W	Please use email
Adam Stapleton	a.stapleton@unsw.edu.au	By appointment	Webster 231W / Webster 311S	Please use email
Peter Roberts	p.j.roberts@unsw.edu.au	By appointment	Webster 231W	Please use email
Valentina Bau	v.bau@unsw.edu.au	By appointment	Webster 311D	Please use email

School Contact Information

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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.

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.

Course Learning Outcomes

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

One of the significant features of this course is that, in small groups (5), students have the opportunity to work with a real world commercial client. In fact, there are THREE options as follows:

OPTION 1: An actual, real world commercial client, employing 5 or fewer FTEs. The busines must have been established for at least two years, and must be actively trading. May not be part of a chain, conglomerate, or franchise. While not all groups will choose to do so, where this option is selected the principal of the business will need to sign off on an agreement with the group.

OPTION 2: Other groups will choose to work with an actual commercial start-up that recently (or is just about to) enter the market, OR

OPTION 3: A group may conceive of a theoretical start-up that would, given a good strategy, have a fighting chance of success in a defined market segment.

In terms of research, Options 1 and 2 would involve a client interview plus one other method of primary research, whereas option 3 would require, say, a small survey and a focus group. Clearly, no client interview would be required for those choosing option 3. All three options will, of course, require secondary research.

Where students are already placed in tutorial classes with others they know (i.e. before 0 Week), these people might like to form a team of 5 and think about the above options. It is only possible to work with those in your own tutorial class. It is not possible to form groups across the classes.

While assessments 1 and 2 are entirely individual, they are nonetheless predicated on the above group selections made at the start of the term. While team work is required all term (**all** assessments focus on either a real-world small buiness, a real-world start-up, or a theoretical start-up) *the only group componet is the final assessment* (30-percent)

More information will be provided very early in the teaching term.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Environmental scan	30%	15/03/2019 11:00 PM	1,2
Strategic framework	40%	29/03/2019 11:00 PM	1,2
Strategic document	30%	26/04/2019 11:00 PM	1,2,3

Assessment Details

Assessment 1: Environmental scan

Start date:

Length: 1000-1200 words

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

Additional details:

Please see Moodle.

Turnitin setting: This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Assessment 2: Strategic framework

Start date:

Length: 1500 words

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

Turnitin setting: This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Assessment 3: Strategic document

Start date:

Details: In groups of 4 to 5, students will prepare a 2500 word strategy document.This is the final assessment task for attendance purposes.Following the submission of the strategy document, a group mark will be provided on the Learning Management System.

Additional details:

This Moodle assessment is submitted by the GROUP COORDINATOR only, per instructions on Moodle.

Turnitin setting: This is not a Turnitin assignment

Attendance Requirements

Students must attend 6/8 face-to-face tutorials, and engage with all stuctured online material apropos.

While lecture attendance is not mandated, it is highly recommended.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 18 February - 24 February	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. Online structured content will be referred to in tutorial classes. Please come prepared. See Moodle for link/s.
Week 2: 25 February - 3 March	Lecture	Getting and interpreting the data: the importance of effective research The environmental scan See Moodle for details of reading/viewing Tutorials run as normal this week. See Moodle for tutorial details. Online structured content will be referred to in tutorial classes. Please come prepared. See Moodle for link/s.
Week 3: 4 March - 10 March	Lecture	What are tactics? Distinguishing tactics from strategy. Aligning tactics with strategy.

		See Moodle for details of reading/viewing Tutorials run as normal this week. See Moodle for tutorial details. Online structured content will be referred to in tutorial classes. Please come prepared. See Moodle for link/s.
Week 4: 11 March - 17 March	Blended	ONLINE LECTURE (No face-to-face lecture this week) Making it choere: the strategic framework. See Moodle for lecture link. See Moodle for details of reading/viewing Tutorials run as normal this week. See Moodle for tutorial details. Online structured content will be referred to in tutorial classes. Please come prepared. See Moodle for link/s.
Week 5: 18 March - 24 March	Lecture	Lecture Advertising strategies and tactics See Moodle for details of reading/viewing Tutorials run as normal this week. See Moodle for tutorial details Online structured content will be referred to in tutorial classes. Please come prepared. See Moodle for link to Dr. Phillip Bell's lecture on visual metaphor.
Week 6: 25 March - 31 March	Lecture	Lecture Strategic communication and social media See Moodle for details of reading/viewing Tutorials run as normal this week. See Moodle for tutorial details. Online structured content will be referred to in tutorial classes. Please come prepared.
Week 7: 1 April - 7 April	Lecture	THIS IS THE MDIA 2006 READING WEEK.

		THERE ARE NO LECTURES OR TUTORIALS THIS WEEK
Week 8: 8 April - 14 April	Lecture	PR strategies and tactics See Moodle for details of reading/viewing Tutorials run as normal this week. See Moodle for tutorial details. Online structured content will be referred to in tutorial classes. Please come prepared.
Week 9: 15 April - 21 April	Lecture	Evaluation strategies: what to measure; what to assess / Course wrap! See Moodle for details of reading/viewing Tutorials run as normal this week. See Moodle for tutorial details. Online structured content will be referred to in tutorial classes. Please come prepared. Good Friday 19 April. No classes affected.
Week 10: 22 April - 28 April	Online Activity	This is Easter Monday/Tuesday & ANZAC Day Week. Because neither the Monday lecture nor Monday tutorials will run, it has been decided to cancel the Wednesday tutorials as well. There is an online video for those interested.

Resources

Prescribed Resources

There is NO textbook for MDIA 2006.

Please see Moodle for recommended reading.

Recommended Resources

Please see Moodle.

Course Evaluation and Development

Informal feeedback will be gathered during the semester (there will be a short informal survey), and a major MyExperience survey will be conducted later in the semester.

Last year, very few students came to the non-comulsory (Friday!!) lectures and so these were often run as lectorials with lots of Q&A. This made recordings much harder to hear, and so this year (after much pleading) we got the the lecture moved to a Monday. Accordingly, lectures will be run on a formal basis. We anticipate that the better timetabling will result in much better attendance. Lectures remain non-mandated, but highly recommended.

Submission of Assessment Tasks

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.

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

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/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

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

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- 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/

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