



**UNSW**  
SYDNEY

**School of the Arts and Media**

**Faculty of Arts and Social Sciences**



**MDIA2006**

**Communication Strategies**

**Session 1, 2017**

# Course Outline

## Staff Contact Details

### Conveners

Name	Email	Availability	Location	Phone
Paul Ryder	p.ryder@unsw.edu.au	Wednesday 1430-1530 by appointment	Webster 311S	Please use email

### Tutors

Name	Email	Availability	Location	Phone
Peter Roberts	See Moodle	By appointment	Webster 231W	Please use email
Bree Hutchinson	See Moodle	By appointment	Webster 231W	Please use email
Nidia Raya Martinez	See Moodle	By appointment	Webster 231W	Please use email
Carla Guedes	See Moodle	By appointment	Webster 231W	Please use email
Jonathan (Jon) Foye	See Moodle	By appointment	Webster 231W	Please use email

## School Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: [sam@unsw.edu.au](mailto:sam@unsw.edu.au)

Website: <https://sam.arts.unsw.edu.au>

## 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 SAM attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

## **Essential Information**

All SAM students must make a valid attempt at all assessments in order to pass the course.

For essential student information relating to: attendance requirements; 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 matters, see the SAM Policies and Guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-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. Demonstrate an understanding of key concepts, processes and theories in strategic communication.
2. Design a communication plan that reflects strategic thinking and industry best practices to address opportunities and challenges faced by organisations.
3. Critically analyse strategic communication campaigns by drawing on key concepts and theories.
4. Work collaboratively and communicate effectively in the context of strategic communication.

### **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	Length	Due Date	Submission
Strategic document and in-class presentation	40%	10-minute in-class (group) presentation; 2500-word final (group) document	In-class presentation due Week 12; soft copy to be emailed to your tutor 48 hours prior / Final document due Week 13 per Moodle.	Presentation in class (emailed to tutor 48 hours prior) ; 2500-word document Moodle only
Environmental scan	20%	1200 words	Friday 31 March 2017 11pm	Moodle only
Client brief and design of strategic framework	40%	1500 words	Friday 05 May 2017 11pm	Moodle only

### Assessment Details

#### Assessment 1: Strategic document and in-class presentation

**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. Here, groups will elect one or (at most) two presenters. The weighting of the presentation is 50 percent of this assessment, or up to 20 marks. 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. This is the final assessment task.

#### Learning outcomes:

- Demonstrate an understanding of key concepts, processes and theories in strategic communication.
- Critically analyse strategic communication campaigns by drawing on key concepts and theories.
- Design a communication plan that reflects strategic thinking and industry best practices to address opportunities and challenges faced by organisations.
- Work collaboratively and communicate effectively in the context of strategic communication.

#### Assessment 2: Environmental scan

**Details:** 1000-1200 word individual report. Feedback will be provided via the Learning Management System.

**Turnitin setting:** This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

**Learning outcomes:**

- Demonstrate an understanding of key concepts, processes and theories in strategic communication.

**Assessment 3: Client brief and design of strategic framework**

**Details:** 1500 word individual strategic framework based on group client brief. Feedback will be provided via the Learning Management System.

**Additional details:**

The client brief component may well be eliminated. Any decision to do so will be notified via Moodle. See Assessments section for updates and details.

**Turnitin setting:** This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

**Learning outcomes:**

- Demonstrate an understanding of key concepts, processes and theories in strategic communication.
- Design a communication plan that reflects strategic thinking and industry best practices to address opportunities and challenges faced by organisations.
- Critically analyse strategic communication campaigns by drawing on key concepts and theories.

## 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](mailto: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 in SAM there will no longer be any hard-copy submission; assessments 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 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 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 website:  
<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. 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.

# Course Schedule

## Timetable

Date	Type	Content
Week 1: 27 February - 5 March	Lecture	<p>Introduction</p> <p>What is strategy?: The problem of coherence</p> <p>See Moodle for details of reading/viewing</p> <p>NO TUTORIAL THIS WEEK</p>
Week 2: 6 - 12 March	Lecture	<p>What are tactics?: Aligning tactics with strategy</p> <p>See Moodle for details of reading/viewing</p> <p>TUTORIALS BEGIN THIS WEEK. See Moodle for details</p>
Week 3: 13 - 19 March	Lecture	<p>Effective research: Securing and interpreting the data</p> <p>See Moodle for details of reading/viewing</p> <p>See Moodle for tutorial details</p>
Week 4: 20 - 26 March	Lecture	<p>Communication strategies: Public relations</p> <p>See Moodle for details of reading/viewing</p> <p>See Moodle for tutorial details</p>
Week 5: 27 March - 2 April	Lecture	<p>Communication strategies in Advertising: Semiotics, mythologies, cultural branding, and defamiliarisation.</p> <p>See Moodle for details of reading/viewing</p> <p>See Moodle for tutorial details</p>
Week 6: 3 - 9 April	Web	<p>Online lecture</p> <p>Engaging metaphor/estrangement</p>

Date	Type	Content
		<p>as an advertising strategy</p> <p>URL TBA via Moodle (see updated Lecture and Tutorial Schedule)</p> <p>See Moodle for details of reading/viewing</p> <p>See Moodle for tutorial details</p>
Week 7: 10 - 16 April	Web	<p>Online video</p> <p>Making it cohere: The strategic framework</p> <p>See URL on Moodle (Lecture and Tutorial Schedule)</p> <p>See Moodle for tutorial details</p>
Week 8: 24 - 30 April	Project	<p>NO LECTURE THIS WEEK: ANZAC DAY</p> <p>In place of the lecture, during the week students are encouraged to schedule a team meeting to advance ideas for Assessment 3.</p> <p>TUTORALS AS USUAL, EXCEPT FOR THOSE SCHEDULED ON ANZAC DAY. See Moodle for tutorial details</p>
Week 9: 1 - 7 May	Lecture	<p>Strategic communication and social media</p> <p>See Moodle for tutorial details</p>
Week 10: 8 - 14 May	Lecture	<p>Political communication: rhetorical strategy</p> <p>See Moodle for tutorial detail</p>
Week 11: 15 - 21 May	Lecture	<p>Campaign evaluation strategy</p> <p>See Moodle for details of reading/viewing</p> <p>See Moodle for tutorial detail</p>
Week 12: 22 - 28 May	Lecture	<p>Guest lecture (Speaker TBA) 'Life</p>

Date	Type	Content
		as a professional communicator' See Moodle for tutorial detail
Week 13: 29 May - 4 June	Tutorial	Final tutorial of semester  NO LECTURE THIS WEEK See Moodle for tutorial detail

## Resources

### Prescribed Resources

See Moodle for 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 -- M/C (Media and Culture) <http://journal.media-culture.org.au>
- Journal - Southern Semiotic Review <http://southernsemioticreview.net>

### Course Evaluation and Development

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

As noted in the introduction to the MDIA 2006 Moodle site, in response to student feedback this course has changed extensively in 2017.

### Image Credit