



ICOM203

International Public Relations and Advertising

S2 Day 2017

Department of Media, Music, Communication and Cultural Studies

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	9
<u>Unit Schedule</u>	9
<u>Policies and Procedures</u>	12
<u>Graduate Capabilities</u>	14

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General Information

Unit convenor and teaching staff

Convenor

Qin Guo

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Contact via qin.guo@mq.edu.au

Y3A 158

Monday 9 am - 12 noon (Please make appointment via email.)

Credit points

3

Prerequisites

15cp at 100 level or above

Corequisites

Co-badged status

Unit description

This unit examines the relationship between media, the state, non-government organisations and other international actors. It examines the literature, history and practice of public relations; theories and concepts of public diplomacy and soft power; the application of media as an arm of foreign policy; and case studies of international public relations in the contemporary global society. Students will learn theories and strategies of international public relations, and are expected to apply these theories and strategies to design an international public relations project.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

- ? Understand and explain the relationships between public relations and advertising, the media, international actors (state, NGOs and international enterprise) and the international public.
- ? Interpret the theories and practices surrounding intercultural communication and how they relate to international public relations and media and foreign policy.

- ? Analyse critically international public relations campaigns.
 - ? Appraise the role of mass communication as a continuation and/or tool of foreign policy.
 - ? Apply public relations theories in creating an international public relations campaign.
- Communicate knowledge and understanding effectively with culturally diverse audiences.

General Assessment Information

1. Assessment tasks are aligned to the unit learning outcomes. Timely submission of assessment tasks is a unit requirement or penalties apply.
2. Tasks 10% or less: No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Disruption to Studies is made and approved.
3. Tasks above 10%: Students who submit late work without an extension will receive a penalty of 10% per day. This penalty does not apply for cases in which an application for Disruption to Studies is made and approved.
4. Re-Marks: The in-session re-mark application form is available at <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Assessment Tasks

Name	Weighting	Hurdle	Due
Participation	10%	No	week 2 - week 13
Weekly Seminar	10%	No	Week 4 - Week 9
Quiz	10%	No	Week 2 - Week 5
Essay	30%	No	Week 5, Monday
Final Project	40%	No	Week 11

Participation

Due: **week 2 - week 13**

Weighting: **10%**

Students are required to actively engage in and contribute to the learning and teaching process in the class. Marks will be awarded for engagement in class discussions/presentations and other teaching and learning activities, and contributions to the learning process.

As participation in the process of learning is linked to and underpins the unit Learning Outcomes, you will need to apply for Disruptions to Studies to cover any missed tutorial.

Participation will be assessed using the following criteria:

1. Engagement: attend and actively engage in weekly tutorial and all sections of the final project presentation;
2. Contribution: actively participate in all learning and teaching activities of this unit and contribute meaningfully to the in-class discussion drawing on the concepts dealt with in the readings and lectures of this unit.

On successful completion you will be able to:

- Communicate knowledge and understanding effectively with culturally diverse audiences.

Weekly Seminar

Due: **Week 4 - Week 9**

Weighting: **10%**

In groups, students will present their research on the topic taught in the previous week's lecture. The seminar is expected to link the readings of the week with a case in the real world to demonstrate knowledge and understanding of the topic. The seminar should be engaging. Participation of the rest of the tutorial class is expected.

The seminar will run for 30 - 40 minutes. Each group are required to submit an outline of the seminar, based on the reading of the topic, one week before it takes place. The outline needs to cover the following aspects:

1. Major point(s) of argument;
2. Evidences/cases supporting the argument;
3. Design of the presentation (i.e. structure, method of the presentation)

A hard copy of the proposal is required to be submitted to the tutor **one week before** the seminar takes place. Late submission will incur mark penalty.

The assessment of the seminar includes individual assessment (6 marks) and team assessment (4 marks).

Individual assessment criteria:

- 1) Demonstrated knowledge and understanding of the week's topic (concepts, theories and their relations with the real world) (4 marks).
- 2) Demonstrated effectiveness of inter-communication in intercultural context, including engaging the whole class and responding to audience (2 marks).

Team assessment criteria:

- 1) Submission of a well-developed seminar proposal (2 marks).
- 2) Demonstrated efficiency of teamwork and time management capacity during the presentation (2 marks).

On successful completion you will be able to:

- ? Understand and explain the relationships between public relations and advertising, the media, international actors (state, NGOs and international enterprise) and the international public.
- ? Interpret the theories and practices surrounding intercultural communication and how they relate to international public relations and media and foreign policy.
- ? Analyse critically international public relations campaigns.
- ? Appraise the role of mass communication as a continuation and/or tool of foreign policy.
- Communicate knowledge and understanding effectively with culturally diverse audiences.

Quiz

Due: **Week 2 - Week 5**

Weighting: **10%**

Students are required to complete the quizzes on the iLearn in Week 2, Week 3, Week 4 and Week5. The quizzes are based on the contents of the reading and lecture of the week. The quizzes will open after the lecture each week and will close for entry at 5pm on Sunday each week. This assignment aims to assess student's knowledge of the topic taught in the current week.

Assessment Criteria

1. Knowledge of the contents covered in the readings and lectures.
2. On-time completion of the quizzes.

On successful completion you will be able to:

- ? Understand and explain the relationships between public relations and advertising, the media, international actors (state, NGOs and international enterprise) and the international public.

Essay

Due: **Week 5, Monday**

Weighting: **30%**

Students are required to submit an essay on the concepts of public relations and advertising in

international contexts. The essay is due by Monday Week 5. The word limit is 1000, with a 10% leniency.

In the essay, you are required to 1) discuss the definition of public relations in contrast of the definition of advertising; and 2) discuss the four basic models of public relations taught in this unit.

Marking criteria

1. Demonstrated knowledge and understanding of the definitions of public relations and advertising.
2. Demonstrated knowledge and understanding of the four basic models of public relations.
3. Evidence of research on the topic and referencing in accordance with Harvard reference system.
4. Clarity of expression in English.

Submission of the essay

Electronic submission via Turnitin is required. Deadline of the submission is 5pm on Monday of Week 5. **Late submission will incur a penalty of 10% of the total mark of the assignment per day, including weekends and public holidays.**

On successful completion you will be able to:

- ? Understand and explain the relationships between public relations and advertising, the media, international actors (state, NGOs and international enterprise) and the international public.
- ? Appraise the role of mass communication as a continuation and/or tool of foreign policy.

Final Project

Due: **Week 11**

Weighting: **40%**

Working in groups, students are required to design an international public relations project and present the plan (project proposal) in the class. The plan (project proposal) should reflect your understanding of the elements of a public relations plan taught in this unit.

The final project assesses students' knowledge of international public relations theories and methods, and the capability to apply knowledge and understanding in real world practical settings. Understanding of the readings and lectures about public relations design and planning are particularly crucial to your performance in this assessment. Therefore, please review closely

what have been taught in this unit while working on your final project.

Every student should contribute to the project and have as much equal opportunity as possible at the presentation. Students are required to work in groups to complete the final project. However, they will be marked individually based on:

1. The proposal of the international public relations project (10 marks)
2. Group performance at the presentation (5 marks)
3. Individual performance at the presentation (20)
4. and teammate evaluation (5 marks)

Work to be submitted/presented for this assessment includes the PR project proposal, the presentation and teammate evaluation.

Project Proposal (10 marks)

Each group submit ONE international public relations project proposal: 2000 words, with a 10% leniency, due by 5pm Monday of Week 11.

The proposal should incorporate theories and practices surrounding intercultural communication and international public relations. In particular, it should cover the following:

1. Identification of the objectives of your communication campaign: identify explicitly the aims/expected outcomes of your project
2. Inclusion of background information of the organisation (historical, social, political, and cultural contexts, etc.): provide relevant information of the situation based on your research
3. Identification of the existing problems/threats: justify the need for the proposed public relations project (e.g. Why it is needed? What will happen without the proposed actions?)
4. Identification of the target audience of the campaign: identify people need to be reached/motivated in the proposed project
5. Discussion of the strategies of communication, media management and evaluation: articulate the strategies and relevant tactics to achieve each of the identified objectives; and explain how the success of your project will be evaluated

Marking Criteria for the PR Project Proposal

The Project Proposal will be marked using the following criteria:

1. Demonstrated understanding of public relations theory and practice;
2. Evidence of research on the issue/case with appropriately referenced source material;

3. The ability to engage with media effectively using appropriate tactics;
4. Clarity of expression in English: accurate grammar, vocabulary, punctuation, spelling, and structure.

Each group is required to submit ONE project proposal via Turnitin by the deadline. **Late submission will incur a penalty of 10% of the total mark of the assignment per day, including weekends and public holidays.**

Presentation (team and individual performance 25 marks)

Presentation of the project to the class (Week 11-13). Each group will be given 20 minutes for the presentation, and 5 minutes for answering questions from the audiences.

Assessment criteria of the team performance at the presentation

1. Collaboration between the team members
2. Time management

Assessment criteria of the individual performance at the presentation

1. Content: quality of the content presented (demonstrated understanding and knowledge of relevant theories and concepts)
2. Communication: organisation and presentation of the content (clearly stated key points, logically organised, interestingly and convincingly presented, voice, eye contact)

Teammate evaluation (5 marks)

Each student submits an evaluation on the teammates within the group, using the Teammate Evaluation Form. This will include a recommended mark for each of the teammates based on their performance in the process of preparing the group project in terms of their attitude, initiative, and contribution. Please refer to the Teammate Evaluation Rubric for detailed marking standards.

On successful completion you will be able to:

- ? Interpret the theories and practices surrounding intercultural communication and how they relate to international public relations and media and foreign policy.
- ? Analyse critically international public relations campaigns.
- ? Appraise the role of mass communication as a continuation and/or tool of foreign policy.

- ? Apply public relations theories in creating an international public relations campaign.
- Communicate knowledge and understanding effectively with culturally diverse audiences.

Delivery and Resources

The unit will be delivered on campus in forms of lectures and tutorials. Students are expected to complete the reading and reflect on the reading questions of the week before attending the lecture and tutorial. All required reading materials are available in the Reader of ICOM203.

Students are expected to make use of material and information available in the library, on the internet and other published resources to enrich their study experiences.

1. Lectures - Students are expected to attend the lectures (or iLecture). Lecture notes (PPTs) will be uploaded onto iLearn each week **after** the lecture. Updated weekly reading list can be found in the end of each week's lecture PPT.
2. Tutorials - Students are required to attend and actively participate in the weekly tutorials.
3. Course reader - All students are required to purchase the Reader of this unit which is available from Macquarie University Coop Bookshop.
4. iLearn - The iLearn is an important information resource and communication platform for this unit. Important information about learning and teaching of this unit will be distributed through iLearn. It is expected that all students are visiting the iLearn regularly.
5. MQ email – Please check your MQ email regularly. This is the major channel the lecturer and tutors will use to circulate important information and announcement.

Unit Schedule

Session1 – Unit Overview and Theoretical introduction

The lecture will present general information of this unit and an overview of the field of international PR.

Where to position the field of 'International PR and Advertising'? What will you learn?

This unit is concerned with the inclusion of cultural differences, environmental changes in the practice of international PR, predominantly from the perspective of governments, nongovernment organizations, multinational corporations and media.

Reading:

1. Unit Outline
2. Online search on the definition of international public relations and advertising.

No tutorial in Week 1.

Session2 – History of Public Relations and Advertising

An overview is given about the history of PR – a field which originated in the United States.

Highlighted are the 'American values' that are still part of the practice of PR and Advertising. In general an approach is taken using cultural studies and international communication concepts to develop international public relations theory.

What is Public Relations? What is International Public Relations?

Readings:

Chia, Joy and Synnott, Gae (2012) *An Introduction to Public Relations and Communication Management* Sydney: Oxford University Press, pp4-12

Wilcox, Dennis L., Glen T. Cameron, Philip H. Ault and Warren K. Agee (2003) *Public Relations. Strategies and Tactics*, seventh edition, Boston: Pearson, pp. 27-57

Session 3 – Basic Concepts of International PR

What are the basic concepts of International Public Relations? What are the processes of communication and how do people react to public relations and media? How is public opinion constructed and experienced? Recognise the processes of persuasion and manipulation.

Readings:

Littlejohn, Stephen W. (1989) "System Theory", in *Theories of Human Communication*. Belmont: Wadsworth

Heath, Robert L. (2001) 'Defining the Discipline', In: Heath, Robert L. (ed) *Handbook of Public Relations*. Thousand Oaks: Sage, pp. 1-9

Chia, Joy and Synnott, Gae (2012) *An Introduction to Public Relations and Communication Management* Sydney: Oxford University Press, pp31-43

Session 4 – International PR and Public Diplomacy

What is the relationship between international public relations and public diplomacy? How can international public relations be used to promote a government's policy? What are the challenges for international public relations in terms of promoting a country's image?

Readings:

Doksoz, Rachael E. (2004) 'Public Relations and Romania: Tourism and Dracula's Homeland', In: Tilson, Donn James and Emmanuel C. Alozie *Toward the Common Good. Perspectives in International Public Relations*, Boston: Pearson, pp. 163-175

Siddiqui, Kamal and Alam, Quamrul (2010) *Diplomacy and Statecraft* Prahran: Tilde University Press pp59-69

Session 5 – PR and Marketing in Organisations

International PR plays a significant role in multinational organisations. To this end it is very important to differentiate between public relations and marketing. How can these tools and strategies be brought together to form an integrated marketing communication approach?

Readings:

Hutton, James G. (2001) 'Defining the Relationship between Public Relations and Marketing', In: Heath, Robert L. (ed) *Handbook of Public Relations*. Thousand Oaks: Sage, pp. 205-214

Jamieson, Kathleen Hall and Karlyn Kohras Campbell (1997) *The Interplay of Influence. News, Advertising, Politics, and the Mass Media*, Forth Edition, London: Wadsworth, pp. 292-306

Black, Caroline (2002) *The PR Practitioner's desktop guide*, Sydney: Richmond, pp. 61-74

Session 6 – Global Public Relations and Culture

An intercultural communication perspective on PR will be taken. Relevant concepts such as language, culture, identity, representation will be examined. Challenges for Cross-Cultural Communications and PR will be discussed.

Readings:

Curtin, Patricia A. (2007) *International Public Relations. Negotiating Culture, Identity, and Power*. London: Sage, pp. 35-50

De Mooij, Marieke (2005) *Global Marketing and Advertising. Understanding Cultural Paradoxes*. London: Sage, pp. 163-189

Session 7 – Regulating Global Public Relations

As global public relations is influencing the lives of many around the world, it needs to be regulated. This week, issues of power are discussed. What are the regulatory institutions vis-a-vis public relations? What are the cultural norms determining the regulation?

Readings:

Curtin, Patricia A. (2007) *International Public Relations. Negotiating Culture, Identity, and Power*. London: Sage, pp. 51-76

Mattelart, Armand (1991) *Advertising International. The Privatization of Public Space*, London: Routledge, pp. 174-186

Session 8 – Public Relations Planning

How to develop a PR Strategy? How to develop a media communication campaign?

What are the public relations objectives and strategies? What are the tools and instrument required to create a public relations strategy?

Readings:

Wilcox, Dennis L., Glen T. Cameron, Philip H. Ault and Warren K. Agee (2003) *Public Relations. Strategies and Tactics*, seventh edition, Boston: Pearson, pp. 144-162

Newsom, Doug (2004) *This is PR. The Realities of Public Relations*, eighth edition, London: Thomson Wadsworth, pp. 301-316

Session 9– War and Propaganda

This week's topic is about the manipulation of public opinion by the media, by public relations efforts in particular. How to recognise manipulation? Discuss historical and modern propaganda campaigns from around the world.

Readings:

Knightley, Phillip. (1989) 'Britannia Rules the News 1975 – 1989', in Knightley Phillip *The First Casualty*. Sydney: Pan Books, pp. 427-438

Siddiqui, Kamal and Alam, Quamrul (2010) *Diplomacy and Statecraft* Prahran: Tilde University Press pp117-131

Kellner, Douglas (2004) 'Spectacle and Media Propaganda in the War on Iraq: A Critique of U.S. Broadcasting Networks', In: Kamalipour, Yahya R. and Nancy Snow *War, Media, and Propaganda. A Global Perspective*. Lanham: Rowman&Littlefield, pp. 65-77

Cowan, Geoffrey (2004) 'Can we make them love us? Public Diplomacy after 9/11', In: Kamalipour, Yahya R. and Nancy Snow *War, Media, and Propaganda. A Global Perspective*. Lanham: Rowman&Littlefield, pp. 227-235

Session 10– Identity and Consumption

What is a public? What is the difference between traditional and modern and domestic and international publics? What determines consumption? What are new consumption patterns? Think of influencing/manipulation public opinion in regards to consumption behaviour? What roles does public relations and advertising play in this respect?

Readings:

Clarke, John, Janet Newman, Nick Smith, Elizabeth Vidler and Louise Westmarland (2007) *Creating Citizen-Consumers. Changing Publics and Changing Public Services*, London: Sage, pp. 121-138

Curtin, Patricia A. (2007) *International Public Relations. Negotiating Culture, Identity, and Power*. London: Sage, pp 235-252

Sessions 11-13 Research and PR Project

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy http://mq.edu.au/policy/docs/assessment/policy_2016.html

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Complaint Management Procedure for Students and Members of the Public <http://www.mq.edu.a>

[u/policy/docs/complaint_management/procedure.html](http://www.mq.edu.au/policy/docs/complaint_management/procedure.html)

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#).

The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- ? Appraise the role of mass communication as a continuation and/or tool of foreign policy.
- ? Apply public relations theories in creating an international public relations campaign.

Assessment task

- Final Project

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

- ? Appraise the role of mass communication as a continuation and/or tool of foreign policy.
- ? Apply public relations theories in creating an international public relations campaign.

Assessment task

- Final Project

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Learning outcome

- Communicate knowledge and understanding effectively with culturally diverse audiences.

Assessment tasks

- Participation
- Weekly Seminar
- Final Project

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- ? Understand and explain the relationships between public relations and advertising, the media, international actors (state, NGOs and international enterprise) and the international public.
- ? Interpret the theories and practices surrounding intercultural communication and how they relate to international public relations and media and foreign policy.
- ? Analyse critically international public relations campaigns.
- ? Appraise the role of mass communication as a continuation and/or tool of foreign policy.
- ? Apply public relations theories in creating an international public relations campaign.

Assessment tasks

- Weekly Seminar
- Quiz
- Essay
- Final Project

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to

critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- ? Interpret the theories and practices surrounding intercultural communication and how they relate to international public relations and media and foreign policy.
- ? Analyse critically international public relations campaigns.
- ? Apply public relations theories in creating an international public relations campaign.

Assessment tasks

- Essay
- Final Project

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- ? Analyse critically international public relations campaigns.
- ? Appraise the role of mass communication as a continuation and/or tool of foreign policy.
- ? Apply public relations theories in creating an international public relations campaign.

Assessment task

- Final Project

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcome

- Communicate knowledge and understanding effectively with culturally diverse audiences.

Assessment tasks

- Weekly Seminar
- Final Project

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcome

- Communicate knowledge and understanding effectively with culturally diverse audiences.

Assessment tasks

- Participation
- Weekly Seminar
- Final Project

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Learning outcome

- Communicate knowledge and understanding effectively with culturally diverse audiences.

Assessment tasks

- Participation
- Weekly Seminar

- Final Project