



# ICOM823

## Corporate Writing

S1 Day 2018

*Department of Media, Music, Communication and Cultural Studies*

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### Disclaimer

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## General Information

Unit convenor and teaching staff

Howard Gelman

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Y3A190

Monday 11–12pm

Credit points

4

Prerequisites

Admission to MIntComm or MIntRel or MIntCommMIntRel or MIntBusMIntComm or MSusDev

Corequisites

Co-badged status

Unit description

This unit covers writing for business from an international perspective. Students are given instruction in writing for different international audiences. On the one hand, the lectures cover strategies for writing effective business reports, government papers, press releases and public relations documents for a wide range of business and government publications. On the other hand, theoretical enquiry will explore the historical organisational and aesthetic contexts of writing for international business media.

## 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:

Demonstrate a thorough knowledge of business writing criteria and how to communicate specific ideas in plain English.

Apply techniques of interpersonal interviewing and understanding of commercial principles in corporate communication.

Critically evaluate a range of corporate cultures and apply decision making to specific business situations.

Research and analyse international corporate communication techniques and apply detailed cultural criteria to each assessment.

Persuade and convince an audience through individual and group interaction.

Identify and evaluate the particular forces at work in cross-cultural communication as well as the underlying biases and preconceptions.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Writing assignments in class</u>	25%	No	weeks 2-13 tutorial
<u>Presentation and report</u>	20%	No	week 4-5 tutorial
<u>Financial institution report</u>	25%	No	week 8 tutorial
<u>Corporate Business Report</u>	30%	No	weeks 11 tutorial

### Writing assignments in class

Due: **weeks 2-13 tutorial**

Weighting: **25%**

From week 2–12 students will complete 250-300 word assignments and participate in class discussions. Each task will cover a corporate writing document and will be assessed as to the writer's ability to understand the format and complete the task on time. Details about tutorials and grading procedures will be provided in tutorial discussions. All in-class assignments must be completed by week 13 and submitted through Turnitin.

Late Assessment Submission: Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests

On successful completion you will be able to:

- Demonstrate a thorough knowledge of business writing criteria and how to communicate specific ideas in plain English.
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## Presentation and report

Due: **week 4-5 tutorial**

Weighting: **20%**

Students will be assigned an international business newspaper for analysis using research, course readings, and class discussion as a guide. You will be provided with a detailed list of review items to discuss. Presentations will take 10–15 minutes. It will be judged on coherence, conciseness and information given to the class.

Written assignment: Each student will provide a 500 word written summary of their research. The report should analyse the particular business newspaper. You will be assessed on the content, subject area and ability to write grammatically and clearly. Presentations will take place during week 5 and the report is due in week 6 submitted through Turnitin.

Late Assessment Submission: Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests

On successful completion you will be able to:

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## Financial institution report

Due: **week 8 tutorial**

Weighting: **25%**

In keeping with business journalism, and considering what you have learned about the aim and purpose of business news production, you will write a piece of finance journalism detailing the history and current status of one of the world's financial institutions such as, the International Monetary Fund, the World Bank, the G-8+5, the Euro Bank. You may consider some recent news reports covered in the daily press. The report should present an analysis of the functions of the institution and focus on a recent example from your country of origin in which the agency was involved.

Your report will be assessed on the basis of adequate research on the topic; ability to analyse

the effects of the financial institution on your area of focus; and ability to explain in writing the main strengths and weaknesses of the institution. Reports should be submitted through Turnitin.

Late Assessment Submission: Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests

On successful completion you will be able to:

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- Critically evaluate a range of corporate cultures and apply decision making to specific business situations.
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## Corporate Business Report

Due: **weeks 11 tutorial**

Weighting: **30%**

Choose an identifiable business industry (such as retail clothing, cosmetics, or sporting goods) and analyse at least two corporations or companies involved in that industry. One of the entities should have an Australian connection. You will discuss the key issues facing the relevant companies. The report should be presented as a news analysis investor feature that could be placed in a business publication as discussed in tutorial. The report will be based on independent research drawn from a variety of primary and secondary sources including interviews. The report will contain a bibliography.

Your writing will be assessed on your ability to put into practice the knowledge of formats you have used during the semester, such as, executive summaries, charts and graphs, the use of up-to-date financial data and grammatically correct writing. The report is due in week 12 and submitted through Turnitin.

Late Assessment Submission: Unless a Special Consideration request has been submitted and

approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests

On successful completion you will be able to:

- Demonstrate a thorough knowledge of business writing criteria and how to communicate specific ideas in plain English.
- Research and analyse international corporate communication techniques and apply detailed cultural criteria to each assessment.
- Identify and evaluate the particular forces at work in cross-cultural communication as well as the underlying biases and preconceptions.

## Delivery and Resources

This lecture/seminar is conducted in a computer laboratory with each student at a console and network hook-up to the instructor's computer. There are currently 23 computers available in Y3A Lab 2 for ICOM 823. Tutorials begin in first week of session 1.

## Unit Schedule

### REQUIRED READING

The required text for the unit is *Everyone Can Write*, H. Gelman, 2014, Exisle Publishing. Week 1 to 4 read pp.1–79 in *Everyone Can Write*. It is recommended that you bring this book to class as it will be used to complete weekly writing tasks. It can be purchased at the Coop.

An ICOM823 reader with relevant weekly articles (as listed below) is available online:

#### Week One

McLuhan, E and Zingrone, F (1995), *Essential McLuhan*, London, Routledge, pp 149-51.

#### Week Two

Hartley, Peter and Bruckman, Clive (2002) *Business Communication*, London, Routledge, pp 69-89.

Bennett, Roger (1999), *International Business 2<sup>nd</sup> edition*, London: Financial Times

Management, pp.1-25.

#### Week Three

Petelin, Roslyn and Durham, Marsha, (2001) *The professional writing guide*, Sydney, Business and Professional Publishing, pp. 1–13.

#### Week Four and Five

In-class newspaper reports.

#### Week Six

*Views of Public Relations.*

Cadzow, Jane, “The hidden persuaders”, *The Sydney Morning Herald*, 26 May 2001,

#### Week Seven

Barass, Robert (2002). *Writing at Work—Say it without words*, London and New York: Routledge Study Guides, pp 81–98.

Marsen, Skye, (2003), *Professional Writing*, Hampshire Palgrave, pp. 134–164.

#### Week Eight

White, Sally (1996) *Reporting in Australia, “The Interview”*, Sydney, Macmillan pp. 74-88.

#### Week Nine

Applegate, Ed. (2005), *Strategic Copywriting. How to Create Effective Advertising*, Rowman & Littlefield, Inc. pp. 55-66.

Marra James L. (1993), *Advertising Copywriting*, NJ: Prentice Hall, pp. 191-229.

#### Week Ten

Rozakis, Laurie, *The literate executive*, Sydney: Mcgraw-Hill, pp 59–70.

Iacone, S. G. (2003), *Write to the Point*, Castle Books, pp. 23-35.

#### Week Eleven

Watson, Jane (2002), *Business writing basics*, Canada, Self-Counsel Press pp. 96-116

#### Week Twelve

Wilson, Ian (2000), *The new rules of corporate conduct*, Quorum Books, pp. 137-152.

### RECOMMENDED READING

Strunk, W and White, EB (2008). *The Elements of Style*. Seventh edition. Boston, Allyn and Bacon.

Tredinnick, Mark, (2010), *The Little Black Book of Business Writing*, Sydney, UNSW Press.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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](https://ask.mq.edu.au).

## Additional information

MMCCS website [https://www.mq.edu.au/about\\_us/faculties\\_and\\_departments/faculty\\_of\\_arts/departments/media\\_music\\_communication\\_and\\_cultural\\_studies/](https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments/media_music_communication_and_cultural_studies/)

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>



Information is correct at the time of publication

## 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](http://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](http://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/](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

### PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

### Learning outcomes

- Apply techniques of interpersonal interviewing and understanding of commercial principles in corporate communication.
- Critically evaluate a range of corporate cultures and apply decision making to specific business situations.

- Persuade and convince an audience through individual and group interaction.
- Identify and evaluate the particular forces at work in cross-cultural communication as well as the underlying biases and preconceptions.

## **Assessment tasks**

- Writing assignments in class
- Financial institution report
- Corporate Business Report

## **PG - Discipline Knowledge and Skills**

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

## **Learning outcomes**

- Demonstrate a thorough knowledge of business writing criteria and how to communicate specific ideas in plain English.
- Identify and evaluate the particular forces at work in cross-cultural communication as well as the underlying biases and preconceptions.

## **Assessment tasks**

- Writing assignments in class
- Corporate Business Report

## **PG - Critical, Analytical and Integrative Thinking**

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

## **Learning outcomes**

- Apply techniques of interpersonal interviewing and understanding of commercial principles in corporate communication.
- Research and analyse international corporate communication techniques and apply detailed cultural criteria to each assessment.

## Assessment tasks

- Writing assignments in class
- Presentation and report
- Financial institution report
- Corporate Business Report

## PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

### Learning outcomes

- Apply techniques of interpersonal interviewing and understanding of commercial principles in corporate communication.
- Research and analyse international corporate communication techniques and apply detailed cultural criteria to each assessment.

## Assessment tasks

- Presentation and report
- Financial institution report
- Corporate Business Report

## PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

### Learning outcomes

- Demonstrate a thorough knowledge of business writing criteria and how to communicate specific ideas in plain English.
- Apply techniques of interpersonal interviewing and understanding of commercial principles in corporate communication.
- Research and analyse international corporate communication techniques and apply detailed cultural criteria to each assessment.

- Persuade and convince an audience through individual and group interaction.
- Identify and evaluate the particular forces at work in cross-cultural communication as well as the underlying biases and preconceptions.

## **Assessment tasks**

- Writing assignments in class
- Presentation and report
- Financial institution report
- Corporate Business Report

## **PG - Engaged and Responsible, Active and Ethical Citizens**

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

## **Learning outcomes**

- Critically evaluate a range of corporate cultures and apply decision making to specific business situations.
- Identify and evaluate the particular forces at work in cross-cultural communication as well as the underlying biases and preconceptions.

## **Assessment task**

- Corporate Business Report