



MMCC8016

Media-Communications Strategies and Campaigns

Session 2, Special circumstance 2020

Department of Media, Music, Communication and Cultural Studies

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Disclaimer

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Lecturer/convenor

Raymond Welling

raymond.welling@mq.edu.au

Contact via Email

Zoom!

By appointment

Credit points

10

Prerequisites

Admission to MMediaComm

Corequisites

Co-badged status

Unit description

The objective of this unit is to develop practical media communications skills, including: strategy writing, budgeting and professional presentation. The unit offers real-life case studies as well as a possibility of pitching ideas to client organisations.

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:

ULO1: analyse key theories and concepts in the field of media and communication.

ULO2: evaluate effectiveness of various media and communication strategies and campaigns.

ULO3: communicate the problems of planning campaigns which are ethical, sustainable, and cross cultural.

ULO4: apply advanced communication and analytical skills, including the ability to critique, write and present clear and persuasive arguments individually and as a group.

General Assessment Information

The objective of MMCC8016 – Media – Communications Strategies and Campaigns is to develop practical strategic media and communication skills, including: strategy development, social media, writing, budgeting and professional presentation. Students work in groups as small communication agencies pitching for the business of non-profit organisations. The unit offers real-life case studies as well as a possibility of the best proposed ideas to be taken up by client organisations. It is expected that students will develop and use the knowledge acquired about social media to develop efficient and effective communication solutions and that all the assessments in this unit answer to professional industry standards. The unit develops critical, analytical and creative thinking skills and further develops students' effective communication capabilities.

Late Submissions / Special Consideration 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.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Weekly seminar (online)</u>	10%	No	Week 10
<u>Research paper</u>	40%	No	Week 12
<u>Participation (online)</u>	10%	No	Week 10
<u>final project</u>	40%	No	Week 11

Weekly seminar (online)

Assessment Type ¹: Facilitation

Indicative Time on Task ²: 10 hours

Due: **Week 10**

Weighting: **10%**

Students will work in groups to complete this assignment. Each week, one group of students will facilitate discussion on the topic of the week. Student performance will be assessed in terms of preparation for the topic, teamwork, and leadership skill as demonstrated in facilitating discussion and engagement. Refer to iLearn for further information.

On successful completion you will be able to:

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Research paper

Assessment Type ¹: Essay

Indicative Time on Task ²: 40 hours

Due: **Week 12**

Weighting: **40%**

The task of this assignment is to apply the concepts and theories taught in this unit to analyse and critique the role of media in a project of communication for social change. The selected project must be real and information about the project must be published. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse key theories and concepts in the field of media and communication.
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- communicate the problems of planning campaigns which are ethical, sustainable, and cross cultural.
- apply advanced communication and analytical skills, including the ability to critique, write and present clear and persuasive arguments individually and as a group.

Participation (online)

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 20 hours

Due: **Week 10**

Weighting: **10%**

Students are expected to participate actively in learning and teaching activities. Marks will be awarded for engagement in discussions and general contributions to the learning process. Refer to iLearn for further information.

On successful completion you will be able to:

- communicate the problems of planning campaigns which are ethical, sustainable, and cross cultural.

final project

Assessment Type ¹: Project

Indicative Time on Task ²: 40 hours

Due: **Week 11**

Weighting: **40%**

Working in groups, students are required to select a specific issue of concern in a real society/ community and design a proposal of development communication project to address the issue. As a group of communication experts you are required to present your proposal to a selection committee who will determine the funding for the project. Your aim is to convince the committee that your project is significant, feasible and worth the support. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse key theories and concepts in the field of media and communication.
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- apply advanced communication and analytical skills, including the ability to critique, write and present clear and persuasive arguments individually and as a group.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Lectures/workshops/presentations

Live sessions run from weeks 2-11. At time of publishing, they will be delivered face to face on campus, with the option to join live via Zoom.

Client meetings

The briefing meetings with clients will be arranged during class time in week 3.

Follow-up online meetings with your client via Zoom may need to be arranged in some instances. If you are having trouble contacting your client please let your lecturer know as early as possible.

All groups will present to their clients during class time in week 11. This is where you present your team's polished written strategy report and pitch for their business. You and your team will produce a video of your presentation ahead of time, which will be played during class, with the client attending (probably via Zoom) and asking follow-up questions on the spot.

Required Readings

There are two recommended textbooks for this class:

Freberg, Karen (2019) Social Media for Strategic Communication: Creative Strategies and Research-Based Applications. Sage.

Johnston, Jane & Rowney, Katie (2018) Media Strategies: Managing Content, Platforms and Relationships. Allen & Unwin.

You are welcome to order a print version or e-book via any online store of your choice.

Readings will also be available electronically on iLearn under the Leganto tab.

Out-of-class commitment

You should allocate approximately 10 hours of study per week for this unit (including in non-teaching weeks).

Roughly speaking each week this time should be spent on:

- engaging with the lectures/workshops (approx. 2 hrs)
- reading the set chapters from the textbook (approx. 1-2 hours)
- engaging in other readings provided on ilearn (approx. 1-2 hours)
- engaging with extra readings you locate on your own (e.g. academic texts, trade media, online articles) (approx. 1-2 hours)
- social media research e.g. monitoring posts/social listening, researching live online and social media campaigns and strategies (approx. 1 hour)
- completing assessment tasks, writing your report and preparing for your presentation, individually and collaboratively outside of tutorial time (approx. 1 hour)

While you will have some time in class to meet, discuss, and work on your strategy with your team members, you will likely need more time to work directly with your team members outside of tutorials. This may be done face-to-face or via collaborative online tools.

Feedback in this Unit

Feedback in this unit will be made available in multiple forms: General comment, rubric and in-

text comments attached to assignments marked in Turnitin; in-class feedback to specific groups or whole class, informal feedback through the 'announcement' function in iLearn if there are points of relevance to the whole class; interactions with peers in any forum activities; in personal consultations made by appointment; in email communication with individual students by the convenor in response to questions related to unit activities.

Detailed marking rubrics for all assessment tasks will be available on iLearn.

Examples of relevant and related assessment tasks will be made available on iLearn and discussed in tutorials.

Emails

Generally student emails will be replied to within 48 business hours. Students should not expect emails to be returned on weekends and after hours. If you are having trouble contacting your client, please inform your lecturer.

Students should ensure that they can receive emails sent to their MQ email addresses.

Technology Required

This unit will make extensive use of iLearn <https://ilearn.mq.edu.au/>. Required readings, comprehensive information on assessment tasks and important announcements will be posted to iLearn. Make sure you check iLearn and your Macquarie University email account regularly during this unit.

For technical support go to: http://mq.edu.au/about_us/offices_and_units/informatics/help

For student quick guides on the use of iLearn go to: http://mq.edu.au/iLearn/student_info/guides.htm

Unit Schedule

Week 1 – No classes

Week 2 – Introduction to strategic communication and your clients

Week 3 – Live client briefs/Q&A

Week 4 – Planning and research for communications campaigns

Week 5 – Measurement and meaning – goals, objectives and budgets

Week 6 – Using social media for PR and communications

Week 7 – PR and social media for the common good – not-for-profits and corporate social responsibility

Week 8 – Strategic writing – honing your message

Week 9 – PR and social media in government

Week 10 – PR and social media in other specialty areas

Week 11 – Presentations to clients

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.*)

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 published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

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

If you are a Global MBA student contact globalmba.support@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.

Changes from Previous Offering

This unit is offered for the first time in 2020.