GMBA8031
Communicate with Impact
Coursera term 2, Fully online/virtual 2021
Department of Marketing

Contents

General Information ....................................................... 2
Learning Outcomes ....................................................... 2
General Assessment Information ...................................... 3
Assessment Tasks ......................................................... 4
Delivery and Resources .................................................. 5
Unit Schedule .............................................................. 5
Policies and Procedures .................................................. 6

Disclaimer
Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

Notice
As part of Phase 3 of our return to campus plan, most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face 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.

https://unitguides.mq.edu.au/unit_offerings/132305/unit_guide/print
General Information

Unit convenor and teaching staff
Unit Convenor
Associate Professor Lawrence Ang
lawrence.ang@mq.edu.au

Credit points
5

Prerequisites
Admission to GMBA or GradCertGlobalBusPrac

Corequisites

Co-badged status

Unit description
The ability to effectively communicate and persuade others is an increasingly crucial managerial and leadership skill. Traditional and common sense models of communication often fail to capture the complex, interactive and dramatic nature of what this involves. This unit attempts to remedy this gap by helping you to develop knowledge, capabilities and skills in the following areas of communication and persuasion: their character and significance; different forms and styles; situational, cultural and global factors in determining effectiveness; and the nature of communication programs and persuasion campaigns in innovation projects and transformation programs.

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: Critically evaluate a range of theories to decode the components of persuasive communications
ULO2: Apply a range of different strategies to a variety of contexts to build rapport, overcome resistance, and find acceptance
ULO3: Develop skills to interpret the motivation of the audience and influence the way they think and feel to support your ideas
General Assessment Information

Submission
You will submit your assessment tasks via your online unit on Coursera.

For individual submissions, please use the following naming convention for your file:

lastname-firstname-GMBAxxx-A1.*
lastname-firstname-GMBAxxx-A2.*

For group submissions, please use the following naming convention for your file:

team-number-GMBAxxx-A1.*
team-number-GMBAxxx-A2.*

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Extensions
Please note that no extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission = 20% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved.

For any questions regarding your assignment submission please contact your Unit Convenor. If you would like to apply for Special Consideration please submit a request via ask.mq.edu.au

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Formatting instructions
These instructions pertain only to written assignments. In the case of other formats (e.g., slide decks) specific formatting instructions may apply. Written assignments should be in 11 point Arial font with 1.5 line spacing. Each page of the report should be numbered and have at minimum 2.5 cm margins from the left and right edges and top and bottom of the page. The word count is strictly enforced. The actual word length of the document, not including references or appendices, should be clearly stated on the title page of the report. Written assignments should have the following structure:

1. A title page with the question, your student name and student number, word count of the text

2. The body of the report structured with paragraphs and with appropriate headings and citations, with page numbers.

3. Complete reference list of material cited in the text.

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**Assessment Tasks**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decoding persuasive communications</td>
<td>40%</td>
<td>No</td>
<td>22 March, 11:59pm (AEDT)</td>
</tr>
<tr>
<td>Pitch presentation</td>
<td>60%</td>
<td>No</td>
<td>14 April, 11:59pm (AEST)</td>
</tr>
</tbody>
</table>

### Decoding persuasive communications

**Assessment Type** 1: Reflective Writing  
**Indicative Time on Task** 2: 10 hours  
**Due:** 22 March, 11:59pm (AEDT)  
**Weighting:** 40%

Length: 1,500 words (excl. references) for the critical reflection plus discussion posts

**Format:**  
Written report Task: In this assignment, you will be asked to conduct an analysis of persuasive communication, review peer submissions and write a critical reflection.

On successful completion you will be able to:

- Critically evaluate a range of theories to decode the components of persuasive communications

### Pitch presentation

**Assessment Type** 1: Presentation  
**Indicative Time on Task** 2: 14 hours

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**Referencing**

Please use the American Psychological Association (APA) 6th edition reference style. This means that when referring to an article or book etc, you indicate the author’s name followed by the year of publication (Jones, 1989). For multiple authors include all names (Jones, Smith, & Wilson, 1990). If you use a direct quote put the quoted words in “quotation marks” and include the page number with the reference (Jones, 1989, p. 76). A reference list should be presented in alphabetical order at the end of the paper. Further information on APA style is available at [http://libguides.mq.edu.au/content.php?pid=85232&sid=634282](http://libguides.mq.edu.au/content.php?pid=85232&sid=634282)

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**Commercial in Confidence**

Please note that you must not disclose any information marked ‘Commercial in Confidence’ without permission from the party who supplied it (e.g., your current or previous employer, customers, etc.).
Length: Multimedia presentation plus individual contribution Format: Multimedia presentation
Task: In this assignment, you will be asked to create a pitch presentation as a team. You will then create an individual contribution that analyses and responds to the pitch. For detailed information and the marking criteria, please refer to the section Course Resources - Assessment Information in your online unit. You will submit your completed task via the Assignment submission link in your online unit.

On successful completion you will be able to:

- Apply a range of different strategies to a variety of contexts to build rapport, overcome resistance, and find acceptance
- Develop skills to interpret the motivation of the audience and influence the way they think and feel to support your ideas

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 Learning Skills Unit for academic skills support.

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

Required text
There is no required textbook for this unit. Please refer to the weekly required readings in your online unit. All readings are available via the Macquarie University library and do not need to be purchased separately.

Delivery method
This unit will be delivered entirely online via the Coursera Learning Management System. Access to a personal computer is required to access the resources and learning materials on Coursera.

Unit Schedule
For this unit, Live Events (via the web conferencing software Zoom) will take place once a week starting in Week 1 and ending in Week 6. The links to the events are available via Live Events in the online unit. Students are strongly advised to attend the Live Events. Recordings of the live
events will be made available within 24 hours of the event and can be accessed via Resources in the online unit.

Attending the Live Event each week is an opportunity to engage with the unit content, your Unit Convenor and classmates. Students are encouraged to complete specified Live Event preparation learning activities prior to each scheduled Live Event in order to get the most value out of these sessions.

Please note: The teaching schedule is subject to change. Please refer to your online unit for the latest schedule.

<table>
<thead>
<tr>
<th>Week</th>
<th>Live Events</th>
<th>Assessments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Webinar: Tuesday 9 March 2021, 9-10am (AEDT)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Webinar: Tuesday 16 March 2021, 9-10am (AEDT)</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Webinar: Tuesday 23 March 2021, 9-10am (AEDT)</td>
<td>A1 due: 22 March 2021, 11:59pm (AEDT)</td>
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<tr>
<td>4</td>
<td>Webinar: Tuesday 30 March 2021, 9-10am (AEDT)</td>
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<tr>
<td>5</td>
<td>Webinar: Tuesday 6 April 2021, 9-10am (AEST)</td>
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<tr>
<td>6</td>
<td>Webinar: Tuesday 13 April 2021, 9-10am (AEST)</td>
<td>A2 due: 14 April 2021, 11:59pm (AEST)</td>
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</tbody>
</table>

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://policies.mq.edu.au). 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

Students seeking more policy resources can visit Student Policies (https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit Policy Central (https://policies.mq.edu.au) and use the search tool.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of
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 Enquiry Service
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

Equity 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.

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.