



# G MBA8031

## Communicate with Impact

Coursera term 2, Online-scheduled-weekday 2022

*Department of Marketing*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff Unit Convenor Chris Baumann <a href="mailto:chris.baumann@mq.edu.au">chris.baumann@mq.edu.au</a>
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

**Late submissions of assessments** Unless a Special Consideration request has been submitted and approved, no extensions will be granted. There will be a deduction of 10% of the total available assessment-task marks made from the total awarded mark for each 24-hour period or part thereof that the submission is late. Late submissions will only be accepted up to 96 hours after the due date and time.

No late submissions will be accepted for timed assessments – e.g., quizzes, online tests.

Submission time after the due date (including weekends)	Penalty (% of available assessment task mark)	Example: for a non-timed assessment task marked out of 30
< 24 hours	10%	10% x 30 marks = 3 mark deduction
24-48 hours	20%	20% x 30 marks = 6 mark deduction
48-72 hours	30%	30% x 30 marks = 9 mark deduction
72-96 hours	40%	40% x 30 marks = 12 mark deduction
> 96 hours	100%	Assignment won't be accepted

### Special Consideration

To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

### Word limits

Anything beyond a stated assessment word limit (other than your reference list) may not be marked. Seek any further clarification from the unit convenor.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Decoding persuasive communications</u>	40%	No	Week 3
<u>Pitch presentation</u>	60%	No	Week 6

### Decoding persuasive communications

Assessment Type <sup>1</sup>: Reflective Writing

Indicative Time on Task <sup>2</sup>: 10 hours

Due: **Week 3**

Weighting: **40%**

Length: 1,000 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 <sup>1</sup>: Presentation

Indicative Time on Task <sup>2</sup>: 14 hours

Due: **Week 6**

Weighting: **60%**

Length: 10 minute 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

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<sup>1</sup> 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.

<sup>2</sup> 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

Please refer to Coursera.

## Unit Schedule

Please refer to the timetable information on the [GMBA website](#) for Live Event session timings. The timetable is subject to change. See your Coursera unit for a detailed Live Event schedule.

Live Events will take place via Zoom each week starting in Week 1 and ending in Week 6. The links to the events are available via **Live Events** in the Coursera unit.

You will need to use your Macquarie University student Zoom account to access the Live Events.

Attending the Live Event each week is an opportunity to engage with the unit content, your Unit Convenor, and classmates. Students are strongly advised to attend the Live Events. Recordings of the live events will be made available shortly after the event and can be accessed via the Coursera unit content.

## 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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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 Conduct: <https://students.mq.edu.au/admin/other-resources/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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

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

## The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault

- [Social support including information about finances, tenancy and legal issues](#)

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## 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.