GMBA8031

Communicate with Impact

Coursera term 5, Online-scheduled-weekday 2023

Department of Marketing

Contents

Disclaimer

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General Information

Unit convenor and teaching staff
Professor Chris Baumann
chris.baumann@mq.edu.au
Contact via Contact via Email

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 in a variety of context to build rapport,
overcome resistance, and find acceptance, individually and/or in collaboration with
peers.

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, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm (Sydney time). A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for Special Consideration.

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
Decoding persuasive communications	40%	No	Week 3
Pitch presentation	60%	No	Week 6

Decoding persuasive communications

Assessment Type [1]: Reflective Writing
Indicative Time on Task [2]: 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 [1]: Presentation
Indicative Time on Task [2]: 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 in a variety of context to build rapport, overcome resistance, and find acceptance, individually and/or in collaboration with peers.
- 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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[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

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 or if you are a Global MBA

student contact 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 Advocacy provides independent advice on MQ policies, procedures, and processes

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/.

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.