MMCC8016

Media-Communications Strategies and Campaigns

Session 2, In person-scheduled-weekday, North Ryde 2024

Department of Media, Communications, Creative Arts, Language and Literature

Contents

Disclaimer

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General Information

Unit convenor and teaching staff
Convenor, Lecturer
Lauren Gorfinkel
lauren.gorfinkel@mq.edu.au
Contact via Email
Mondays 2-3pm via Zoom

Credit points
10

Prerequisites
Admission to MMediaComm or MPlan

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

Late Assessment Submission Penalty

*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 mark of '0' (zero) will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical issue. This late penalty will apply to written reports and recordings only. **Late submission of time sensitive tasks** (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs **will be addressed by the unit convenor in a Special consideration application**.*

Assessment Tasks

Name	Weighting	Hurdle	Due
Written Analysis	40%	No	2024-08-30
Communications Strategy Pitch	30%	No	Week 9 or 10, in tutorials
Communications Strategy Report	30%	No	2024-11-01

Written Analysis

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 44 hours
Due: **2024-08-30**
Weighting: **40%**

Through a written task, students will apply theoretical concepts covered in the course to practical situations. 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.
• 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.

Communications Strategy Pitch

Assessment Type [1]: Project
Indicative Time on Task [2]: 33 hours
Due: **Week 9 or 10, in tutorials**

Weighting: **30%**

Your consultancy will present a PR strategy to your client. Your goal is to convince your client that the strategy you have put together will solve the communication challenges they are currently facing and your team will provide the best possible results for them. All team members are expected to have a speaking role and members should work together to ensure smooth and logical links between each speaker. Each student will receive an individual mark for their presentation. 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.
- evaluate effectiveness of various media and communication strategies and campaigns.
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Communications Strategy Report

Assessment Type [1]: Report
Indicative Time on Task [2]: 33 hours
Due: **2024-11-01**
Weighting: **30%**

The assessment requires you to work in a small group as a communications consultancy to develop a comprehensive communications plan (PR strategy) for your client. Each student will be responsible for a component of the report. 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.
- evaluate effectiveness of various media and communication strategies and campaigns.
- 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.

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

Seminars

2-hour seminars will run from Weeks 2-12.

Students enrolled in the online option will be part of the Friday 11am-1pm hybrid class.

Consultations

Online Zoom consultations with the teaching staff will be available every week up to Week 13 when the final reports are due.

Please feel free to share your ideas and work-in-progress to check that you are on the right track.

If the consultation time does not suit, please feel free to arrange a time via email.

Readings

The set textbook for this unit is:

Johnston, J. and Glenny, L. (2021) Strategic Communication: Public Relations at Work. Routledge: London and New York.

An electronic version of the textbook will be available via Leganto with a limited user license. It is highly recommended that you purchase your own copy.

Other recommended readings will also be available on Leganto.

Out-of-class commitment

This unit is a 10-credit point unit. This means that 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:

- actively participating in the seminars (2 hrs)

- engaging with readings (2 hrs)

- preparing for assessment tasks (6 hrs)

Assessment preparation includes such activities as:

- conducting research e.g. into the case study, your organisation, competitors, target

        public, tools and tactics

- writing drafts, proofreading, editing, preparing mock-ups for the presentation and/or report

Teamwork

Teamwork is an essential component of this unit, particularly for the pitch and report. Expect to work with fellow students while developing the strategy campaign both during tutorials and outside of class time and bring a positive attitude towards collaboration with peers.

While you will ultimately be marked on your own parts of the presentation and report, you will need to work effectively in a team to ensure the various parts are cohesive and fit well together.

Feedback in this Unit

Feedback in this unit to individuals, groups, and the class/cohort may be made available in multiple forms, including:

- Q&A sessions in lectures and tutorials - please don't hesitate to raise your hand, speak up, or ask questions in the chat function for online classes.
- Via email - please don't hesitate to ask any questions via email as they arise - the contact teaching staff function on ilearn is the preferred method of emailing.
- Individual or group Zoom or face-to-face consultations - to arrange a private consultation please email your tutor or email to make an appointment to meet with the convenor.
- Peer-to-peer feedback during tutorials and group sessions
- Announcements on iLearn
- Within Turnitin - see textbox, comments on the actual submission, mark-up on rubric for submitted assessments

Samples of assessments, as well as detailed marking rubrics for all assessment tasks, will be made available on iLearn.

Please don't hesitate to request feedback as you need it.

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.

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/guide s.htm

Unit Schedule

This unit will have a focus on ethical engagement and communications for social good.

The first module will be focused on theory and case studies.

The second module will be focused on creating a campaign planning, research and applying lessons learnt from the case studies. Students will work in groups to workshop and create original campaigns.

MODULE 1 – THEORY AND CASE STUDIES

Week 2 – Introduction to Strategic Communication and the Unit / Overview of Assessments

Week 3 – Ethical Issues in Strategic Communication / Corporate Social Responsibility / Avoiding Crises

Week 4 – Not-for-Profit Campaigns

Week 5 – Government Campaigns

MODULE 2 – CREATING CAMPAIGNS

Week 6 - Campaign Planning Workshop 1: Client / Competitors / Key Issues (WRITTEN ANALYSIS DUE)

Week 7 – Campaign Planning Workshop 2: Goals and Objectives / Key Publics / Key Messages

Week 8 – Campaign Planning Workshop 3: Strategies and Tactics / Pitching

MID-SEMESTER BREAK

Week 9 – Campaign Planning Workshop 4: Timeline and Budget (PRESENTATIONS)

Week 10 – (PRESENTATIONS)

Week 11 – Campaign Planning Workshop 5: Monitoring and Evaluation / Report Writing

Week 12 - Strategic Communications Careers / Futures

Week 13 – [No class] (REPORT DUE)

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://policie s.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.

Unit information based on version 2024.03 of the Handbook