MDIA2006

Communication Strategies

Term One // 2021

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Paul Ryder	p.ryder@unsw.edu.au	Wednesday 1300-1400, e-meeting by appointment. NOTE: For other tutor/s, please see Moodle.	Webster 311B	Please use email

School Contact Information

School of the Arts and Media

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Course Details

Credit Points 6

Summary of the Course

This course focuses on the principles, dynamics, and particulars of strategy that underpin communication initiatives across the sub-disciplines of public relations and advertising. You will be exposed to key theories and models that underpin and drive cut-through solutions to complex strategic problems. In forming coherent strategic frameworks, you will learn to distinguish between strategy, tactics, and objectives. You will learn the principles and value of research and the importance of selecting strongly aligned tactics and appropriate media channels. Likewise, you will learn how to frame relevant messages and to be sensitive to the crucial matter of timing. With its foundations in the art of war, you will learn that a strong, coherent, yet flexible strategy underpins the success of competitive and cooperative strategic endeavour.

Course Learning Outcomes

1. Understand and articulate the key prerequisites, principles and dynamics that inform effective strategy/strategic design
2. Discern and articulate the differences between objectives, strategies and tactics
3. Cooperatively work in groups to formulate a coherent solution to a multifaceted issue and/or opportunity facing a small commercial entity

Teaching Strategies

Across the term, the 1.5-hour online lectures will give students an understanding of the theory and practice of strategic communication. The 1.5-hour face-to-face tutorials (Weeks 1-5) will focus on the first two assessments and give students a chance to workshop relevant concepts. The online consults (Weeks 7-10) will focus on the final group assessment in which students will work collaboratively in teams on a project.

Assessment

See Moodle

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Knowledge Test	30%	07/03/2021 07:00 PM	1, 2
Strategic framework	40%	21/03/2021 11:00 PM	1, 2
Communication Plan	30%	18/04/2021 11:00 PM	1, 2, 3

Assessment Details

Assessment 1: Knowledge Test

Length: 30 minutes

Details:

30 question, 30-mark online knowledge test covering essential principles covered Weeks 1-3 inclusive

Feedback via LMS

Additional details:

See Moodle. This test covers material presented in lectures, tutorials, and key readings.

Submission notes: This test is conducted online via Moodle.

Turnitin setting: This is not a Turnitin assignment

Assessment 2: Strategic framework

Length: 1500 words

Details:

Individual

1500 words.

In response to one of several scenarios provided, students research the relevant environment and frame a strategic response to the challenges posed or implied in the chosen scenario.

Feedback via LMS

Additional details:

See Moodle

Turnitin setting: This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Assessment 3: Communication Plan

Length: 2500 words

Details:

In groups arranged per the scenarios identified for the strategic framework assessment, students cooperate to develop a strategic communcations plan for the client.

2500 words

Feedback via LMS

Additional details:

See Moodle

Submission notes: This assessment is submitted via Moodle, by Group Coordinators only.

Turnitin setting: This is not a Turnitin assignment

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 15 February - 19 February	Lecture	ONLINE LECTURE Introduction The origins and dynamics of strategy The problem of strategic coherence See Moodle for details of reading/viewing **TUTORIALS BEGIN THIS WEEK. See 2006 Moodle site for details.** Online structured content (either complementing or replacing readings) will be referred to in tutorial classes. Please be prepared. See Moodle for link/s.
	Blended	Online forum per link on course Moodle site: Thursday 10:00-11:00
Week 2: 22 February - 26 February	Lecture	ONLINE LECTURE Getting and interpreting the data: the importance of effective research The environmental scan See Moodle for details of reading/viewing **Tutorials run as normal this week. See Moodle for tutorial details.** Online structured content will be referred to in tutorial classes. Please be prepared. See Moodle for link/s.

	Blended	Online forum per link on course Moodle site: Thursday 10:00-11:00. This forum will focus on nthemes apropos the Week 3 Knowledge Test
Week 3: 1 March - 5 March	Lecture	ONLINE LECTURE What are tactics? Distinguishing tactics from strategy. Aligning tactics with strategy. See Moodle for details of reading/viewing **Tutorials run as normal this week. See Moodle for tutorial details.** Online structured content will be referred to in tutorial classes. Please be prepared. See Moodle for link/s.
	Blended	Online forum per link on course Moodle site: Thursday 10:00-11:00. This forum will focus on the Knowledge Test, scheduled for 19:00 AEDT on Sunday 07 March 2021
Week 4: 8 March - 12 March	Blended	ONLINE LECTURE In lieu of a themed lecture (per Weeks 1-3), during the normal lecture time there will be a Q&A re Assessment **2**. Come prepared with your questions. Making it cohere: the strategic framework. See Moodle for link to Richard Rumelt's lecture. See Moodle for details of reading/viewing Tutorials run as normal this week. See Moodle for tutorial details. Online structured content will be referred to in tutorial classes. Please be prepared. See Moodle for link/s.
	Blended	Online forum per link on course Moodle site: Thursday 10:00-11:00. This forum will focus on Assessment 2, due on Sunday 21 March 2021.
Week 5: 15 March - 19 March	Lecture	Lecture Advertising strategies and tactics

		See Moodle for details of reading/viewing
		Tutorials run as normal this week. See Moodle for tutorial details
		Online structured content will be referred to in tutorial classes. Please be prepared. See Moodle for link to Dr. Phillip Bell's lecture on visual metaphor.
	Blended	Online forum per link on course Moodle site: Tuesday 1100-1200
Week 6: 22 March - 26 March	Reading	THIS IS THE MDIA 2006 READING WEEK THERE ARE NO LECTURES, TUTORIALS, OR FORA THIS WEEK.
Week 7: 29 March - 2 April	Lecture	ONLINE LECTURE Strategic communication and social media See Moodle for details of reading/viewing **Special group counsel sessions replace formal tutorials.** Online structured content will be referred to in tutorial classes. Please be prepared. April 02 Good Friday (Easter). No MDIA 2006 classes impacted.
	Blended	Online forum per link on course Moodle site: Thursday 10:00-11:00. This forum focuses on arrangements for Assessment 3.
Week 8: 5 April - 9 April	Lecture	ONLINE LECTURE PR strategies and tactics See Moodle for details of reading/viewing **Special group counsel sessions replace formal tutorials.** Online structured content will be referred to in tutorial classes. Please come prepared.

		April 05 Easter Monday. No MDIA 2006 classes impacted.
	Blended	Online forum per link on course Moodle site: Thursday 10:00-11:00. This forum focuses on Assessment 3.
Week 9: 12 April - 16 April	Lecture	Evaluation strategies: what to measure; what to assess. See Moodle for details of reading/viewing. **Special group counsel sessions replace formal tutorials. See Moodle for tutorial details.** Online forum per link on course Moodle site: Thursday 10:00-11:00. This (final) forum focuses on Assessment 3.
	Blended	Online forum per link on course Moodle site: Tuesday 1100-1200
Week 10: 19 April - 23 April	Lecture	ONLINE LECTURE Course wrap. In lieu of final tutorials, there will be a special career counseling session to which all are invited. See Moodle for details.

Resources

Prescribed Resources

There is NO textbook for MDIA 2006.

Please see Moodle for recommended reading.

Recommended Resources

Please see Moodle.

Course Evaluation and Development

Informal feedback will be gathered during the term (there *may* be a short informal survey), and a major MyExperience survey will be conducted later in the Term.

Building on very flattering evaluations in 2019, in 2020 student feedback was even stronger. We are now scoring 5+/6 in every category! Not bad for a big, core, compulsory course conducted in the context of COVID-19! Students particularly liked the mentoring mode for the final two tutorials and so we have extended this to the final three tutorials.

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (http://www.lc.unsw.edu.au/). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.
http://subjectguides.library.unsw.edu.au/elise/aboutelise

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

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Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.