



## UNSW Course Outline

# MDIA2006 Communication Strategies - 2024

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## General Course Information

**Course Code :** MDIA2006

**Year :** 2024

**Term :** Term 1

**Teaching Period :** T1

**Is a multi-term course? :** No

**Faculty :** Faculty of Arts, Design and Architecture

**Academic Unit :** School of the Arts and Media

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

In forming coherent strategic communications frameworks, it is essential you learn to distinguish between objectives, concepts, and tactics. This course focuses on the way concepts frame objectives whilst driving tactical engagement. With reference to 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 challenges. 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 develop 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

Course Learning Outcomes
CLO1 : Explain the key prerequisites, principles, and dynamics that inform effective strategy/strategic design.
CLO2 : Articulate the differences between objectives, concepts, and tactics.
CLO3 : Apply knowledge of strategic principles and relevant theory/research, to address a commercial scenario.

Course Learning Outcomes	Assessment Item
CLO1 : Explain the key prerequisites, principles, and dynamics that inform effective strategy/strategic design.	<ul style="list-style-type: none"> <li>• Knowledge Test</li> <li>• Response to a Commercial Scenario</li> </ul>
CLO2 : Articulate the differences between objectives, concepts, and tactics.	<ul style="list-style-type: none"> <li>• Knowledge Test</li> <li>• Response to a Commercial Scenario</li> </ul>
CLO3 : Apply knowledge of strategic principles and relevant theory/research, to address a commercial scenario.	<ul style="list-style-type: none"> <li>• Response to a Commercial Scenario</li> </ul>

## Learning and Teaching Technologies

Moodle - Learning Management System | Blackboard Collaborate

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates
Knowledge Test Assessment Format: Individual	40%	
Response to a Commercial Scenario Assessment Format: Individual	60%	

# **Assessment Details**

## **Knowledge Test**

### Assessment Overview

40 question, 40-mark, 40-minute online knowledge test covering essential principles as taught during the first phase of the course.

Feedback via LMS

### Course Learning Outcomes

- CLO1 : Explain the key prerequisites, principles, and dynamics that inform effective strategy/ strategic design.
- CLO2 : Articulate the differences between objectives, concepts, and tactics.

### Assessment Length

40 minutes

### Submission notes

This test is conducted online via Moodle.

### Assessment information

See Moodle. This test covers material presented in lectures, tutorials, and key (specified) readings from Weeks 1-4, with an emphasis on material covered in Weeks 1, 2, and 3. The quantum of material to be covered is strictly limited to this, and so if engagement is sound across Weeks 1-4, students should get off to a good start!

### Assignment submission Turnitin type

This is not a Turnitin assignment

## **Response to a Commercial Scenario**

### Assessment Overview

Individual

2000 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

### Course Learning Outcomes

- CLO1 : Explain the key prerequisites, principles, and dynamics that inform effective strategy/strategic design.
- CLO2 : Articulate the differences between objectives, concepts, and tactics.
- CLO3 : Apply knowledge of strategic principles and relevant theory/research, to address a commercial scenario.

### Assessment Length

2000 words

### Assessment information

See Moodle

### Assignment submission Turnitin type

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

## **General Assessment Information**

See Moodle

### Grading Basis

Standard

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	What is strategy? See Moodle for details of reading/viewing Face-to-face 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.
Week 2 : 19 February - 25 February	Lecture	ONLINE LECTURE Getting the data Scanning the environment Research methodology and methods Setting objectives See Moodle for details of reading/viewing Face-to-face 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 Q&A (chat) per link on course Moodle site. Come with your questions re the Week 4 Knowledge Test
Week 3 : 26 February - 3 March	Lecture	What are tactics? Distinguishing tactics from concepts. Aligning tactics with objectives and concepts. See Moodle for details of reading/viewing Face-to-face 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 Q&A (chat) per link on course Moodle site. Come with your questions re the Week 4 Knowledge Test
Week 4 : 4 March - 10 March	Blended	SPECIAL ONLINE ASYNCHRONOUS LECTURE AND FACE-TO-FACE MINI-LECTURE & Q&A In lieu of a themed lecture (per Weeks 1-3), during the normal lecture time there will be a mini-lecture and an intensive Q & A re Assessment 1 and 2. Come prepared with your questions. In addition, there will be an asynchronous video lecture: Good strategy/Bad strategy: The question of coherence. See Moodle for link to Richard Rumelt's lecture. You may watch this leacture at any time during the week. Face-to-face 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 Q&A (chat) per link on course Moodle site. Come with your questions re the Week 4 Knowledge Test
	Assessment	The A1 multi-choice knowledge test (40-percent) is scheduled to be sat live via a link on Moodle this Sunday 10 March 2024 at 19:00 (7pm) AEDT. The test will be open for 40 minutes only, and under no circumstances will it be reopened. A well-prepared student will be able to finish the test in 25 to 30 minutes; perhaps less! If you miss the test, it is almost certain that you will fail the course! It is important to ensure that you have a stable internet connection on the day. It is not advisable to attempt the test on a mobile phone. More detail can be found on Moodle.
Week 5 : 11 March - 17 March	Lecture	Advertising strategies and tactics. See Moodle for details of reading/viewing. Face-to-face 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 important lecture on visual metaphor.
Week 6 : 18 March - 24 March	Reading	Reading Week. No lecture, tutorial, or blended activity.
Week 7 : 25 March - 31 March	Online Activity	This week, Communication Staregies switches to a fully online delivery mode. This is so you can focus on your selected scenario for Assessment 2. Online Lecture via Blackboard Collaborate: Social Media Strategies

		Special project-specific counsel sessions replace formal tutorials and online Q&A chat. Details will be made available on Moodle.
Week 8 : 1 April - 7 April	Online Activity	Online lecture (Blackboard Collaborate): PR strategies and tactics See Moodle for details of reading/viewing Special project-specific workshop sessions replace formal tutorials and online Q&A chat. Details will be made available on Moodle.
Week 9 : 8 April - 14 April	Online Activity	Online lecture (Blackboard Collaborate): Evaluation Strategies: what to measure and assess; how to measure. See Moodle for details of reading/viewing Special project-specific workshop sessions replace formal tutorials and online Q&A chat. Details will be made available on Moodle.
Week 10 : 15 April - 21 April	Studio	CAREER COUNSEL: SPECIAL ONLINE STUDIO DURING THE LECTURE TIME. NO LECTURE / NO A2 WORKSHOPS ALL AVAILABLE STAFF WILL (CONTEMPORANEOUSLY) MEET VIA BBC TO DISCUSS/ANSWER QUESTONS APROPOS YOUR CAREER
	Assessment	Assessment 2 falls due 23:00 (11pm) 21 April 2024. This is submitted via Turnitin. See Moodle for detail.

## Attendance Requirements

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

## Course Resources

### Prescribed Resources

There is NO textbook for MDIA 2006.

Please see Moodle for recommended reading and viewing.

### 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.

In accordance with flattening student evaluations from 2020 to 2023, we have formally made the final four weeks of the course online and workshop based.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Paul Ryder		Webster 311B	Please use email	Weds 09:00-10:00: 3 x 15 minute segments by advance email appointment. NOTE: For other tutor/s, please see Moodle.	Yes	Yes

# Other Useful Information

## Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

Please see: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines> for essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

## 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 includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original 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 for the purpose of them plagiarising, 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.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. 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 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

## Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where

unauthorised use is detected, penalties will apply.

## Use of AI for assessments | UNSW Current Students

### **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](mailto: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, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

#### **Late Submission Penalty**

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request [Special Consideration](#) as early as possible before the deadline. Support with [Time Management is available here](#).

## School Contact Information

### School of the Arts and Media

**Location:** Room 312, Level 3 Robert Webster Building

**Opening Hours:** Monday -Friday, 9am - 5 pm

**Email:** sam@unsw.edu.au

**Phone:** +612 9385 4856

**web:** <https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media>