



UNSW Course Outline

MDIA2011 Corporate Communication - 2024

Published on the 13 May 2024

General Course Information

Course Code : MDIA2011

Year : 2024

Term : Term 2

Teaching Period : T2

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

Some of the most exciting and challenging communications work happens inside client organisations, rather than advertising or public relations agencies. This course gives you a deep understanding of what corporate and organisational communications is all about and the skills

you need to succeed in an in-house communications job. Communication is vital for any organisation to run smoothly, whether that's an international bank, a local charity, government department or sports club. This course will give you a critical understanding of what differentiates internal from external communications. You will build your awareness of how corporate communicators manage the process of embedding a brand and its values into the culture of a place, so that you can transform employees into brand ambassadors. In a time of increasing public scrutiny of corporations and institutions, you will develop a rich understanding of the different forms of external engagement entailed within any organisation, such as building stakeholder alliances, managing the media and connecting with consumers.

Relationship to Other Courses

The course builds on the foundational knowledge offered by MDIA 1003.

Course Learning Outcomes

Course Learning Outcomes
CL01 : Explain the significance and functions of internal and external communications to organisations
CL02 : Examine how contextual factors impact organisational communications
CL03 : Devise and defend a corporate social responsibility plan for an Australian organisation

Course Learning Outcomes	Assessment Item
CL01 : Explain the significance and functions of internal and external communications to organisations	<ul style="list-style-type: none"> • Communications Audit • Corporate Social Responsibility Analysis • Communications Plan
CL02 : Examine how contextual factors impact organisational communications	<ul style="list-style-type: none"> • Communications Plan
CL03 : Devise and defend a corporate social responsibility plan for an Australian organisation	<ul style="list-style-type: none"> • Corporate Social Responsibility Analysis

Learning and Teaching Technologies

Moodle - Learning Management System | Blackboard Collaborate

Learning and Teaching in this course

Lectures and tutorials will be in person. Student consultations available online and offline. An

emphasis on 'learning from doing' in the tutorials, as students face a range of different corporate communication challenges.

Additional Course Information

As an update, lectures will now be live and in-person. The guest lectures scheduled for the second half of the course are currently to be confirmed.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Communications Audit Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 14/06/2024 04:00 PM
Corporate Social Responsibility Analysis Assessment Format: Group	30%	Start Date: Not Applicable Due Date: Presentations from week 4 in class.
Communications Plan Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: 02/08/2024 04:00 PM

Assessment Details

Communications Audit

Assessment Overview

Students analyse the external communications of an Australian organisation in the public sector. Students assess the suitability of the communications in view of the organisational ambitions, audience profile and channel efficacy.

1200 words.

Feedback via LMS

Course Learning Outcomes

- CL01 : Explain the significance and functions of internal and external communications to organisations

Detailed Assessment Description

As an update, students will now be permitted to analyse the external communications of Australian organisations in the public AND private sectors.

Assessment information

This is an individual assessment, with students choosing their own organisation to analyse.
More details available via Moodle.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Corporate Social Responsibility Analysis

Assessment Overview

In groups of four, you will draw up a CSR project for a particular Australian business in the private sector. The group will present their findings by way of a mock 'press conference' that will explain the project, identify its proposed audiences, and discuss the corporate values it looks to promote.

Approximately 20 minutes per group conference.

Feedback via LMS

Course Learning Outcomes

- CL01 : Explain the significance and functions of internal and external communications to organisations
- CL03 : Devise and defend a corporate social responsibility plan for an Australian organisation

Detailed Assessment Description

As an update, students are reminded that this is not a business school project. So, to that end, the emphasis is on the communicative aspect of the project. Therefore, produce an appropriate CSR idea but do not spend too long on the operational or marketing aspects of this idea e.g. price, or the manufacturing story.

Assessment information

This is a group assessment. The course convenor will form the groups in week 2. More details in Moodle.

Assignment submission Turnitin type

This is not a Turnitin assignment

Communications Plan

Assessment Overview

You will prepare a communications plan in response to a real-world client brief.

2000 words.

Feedback via LMS

Course Learning Outcomes

- CLO1 : Explain the significance and functions of internal and external communications to organisations
- CLO2 : Examine how contextual factors impact organisational communications

Detailed Assessment Description

You will choose from a range of hypothetical scenarios and produce an appropriate plan for an Australian organisation.

Assessment information

This is an individual assessment. More details in Moodle.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

General Assessment Information

Assessments will be discussed in tutorials prior to submission.

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Lecture	What is corporate communication and why do it?
	Tutorial	What is corporate communication and why do it?
Week 2 : 3 June - 9 June	Lecture	Engaging employees and the art of internal communication
	Tutorial	Engaging employees and the art of internal communication
Week 3 : 10 June - 16 June	Lecture	Corporates, community and society.
	Tutorial	Corporates, community and society.
	Assessment	Assessment 1 is due Friday, June 14.
Week 4 : 17 June - 23 June	Lecture	Building corporate image.
	Tutorial	Building corporate image.
	Assessment	Assessment 2 - group presentations - starts this week.
Week 5 : 24 June - 30 June	Lecture	Organisational change.
	Tutorial	Organisational change. Second week of group presentations.
Week 6 : 1 July - 7 July	Reading	Reading week. Ensure you are on top of your readings.
Week 7 : 8 July - 14 July	Lecture	Corporate sponsorship
	Tutorial	Corporate sponsorship. Third week of group presentations.
Week 8 : 15 July - 21 July	Lecture	Leadership, trust and corporate communication.
	Tutorial	Leadership, trust and corporate communication. Fourth week of presentations.
Week 9 : 22 July - 28 July	Lecture	Corporate Communications: A practitioner's view
	Tutorial	Corporate communications: Sectoral considerations. Fifth week of presentations.
Week 10 : 29 July - 4 August	Lecture	Corporate Communication in the finance world
	Tutorial	Focus on A3 and sixth week of presentations.

Attendance Requirements

SAM attendance guidelines.

Students are expected to be regular and punctual in attendance at all classes for the School of the Arts & Media (SAM) courses in which they are enrolled.

Students who do not meet attendance expectations run the risk of failing a course. No additional or special consideration will be provided if a student misses out on essential course information and materials, or misses an assessment task/deadline, due to unexplained absences or an unapproved lack of attendance.

A student may be advised by the Course Convenor to withdraw from the course if significant learning activities are missed. Alternatively, a student may be required to undertake supplementary class(es) or task(s) as prescribed by the Course Convenor.

If assessment tasks have been missed, the student should apply for [Special Consideration](#), accompanied by appropriate documentation.

Course Resources

Prescribed Resources

Weekly readings can be found via the Moodle course site.

Recommended Resources

The following is a list of recommended journals:

Corporate Communication Studies

Corporate Communications: An International Journal

Journal of Business Communication

Journal of Communication Management

Journal of Marketing Communications

Journal of Public Relations Research

Management Communication Quarterly

Course Evaluation and Development

Student feedback is critical to this and any course. To that end, students will get the opportunity to relay their thoughts formally via the MyExperience survey at the end of the term. This will be complemented by a student focus group, who can offer a more detailed feedback on their experience. This is voluntary and consists of short interviews with the course convenor after the course has finished.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Peter Roberts		311H Webster Building		Mondays 12.00 - 2.00	Yes	Yes
Tutor	Kristina Ilisevic				On request	No	No

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.

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, 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>