



MDIA3012

Communication in Action

Term One // 2021

Course Overview

Staff Contact Details

Convenors

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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

In this course you will engage with a real-world brief in the field of public relations/advertising to identify and define a communication problem or obstacle for an organisation. You will research this problem, develop a strategic communication plan to solve it, and implement your plan while monitoring and evaluating its results. You will be provided the opportunity to implement strategic communication tactics related to advocacy, design, marketing, media content and online platforms in a real-life scenario. The practical skills you will gain and the professional networks you will develop during this course will augment your media-based portfolio and CV, helping you to shape your future career trajectory.

Course Learning Outcomes

1. Define, research, and outline a strategic communication plan to solve a specific media and communication problem.
2. Develop, implement, monitor, and evaluate a strategic communication plan.
3. Communicate and collaborate effectively.

Teaching Strategies

This course will build on the knowledge that students have gained about communication strategies through their degree program. Here, students will put into practice their strategic communication skills to not only develop but also implement a real-life communication project. While lectures will provide them with key concepts from advocacy and non-profit communication, tutorial activities will allow them to work collaboratively on the formulation of strategic and/or creative media tactics for their communication project, which address the needs of their real-world brief. They will be able to operate simultaneously both in the academic and professional environment, applying didactic notions into the real world of media communication.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Communication Plan (Individual)	40%	12/03/2021 05:00 PM	1, 3
Group Clinics Participation	30%	Not Applicable	1, 2
Communication Project Portfolio (Group)	30%	22/04/2021 08:00 PM	2

Assessment Details

Assessment 1: Communication Plan (Individual)

Details:

1500 words. Feedback via LMS.

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

Assessment 2: Group Clinics Participation

Start date: Not Applicable

Details:

This is an individual assessment

Students must attend at least two clinics with their group during the term in order to discuss the progress of their work with the tutor and to troubleshoot any issue. In the clinics, each student will present: the tasks they have been assigned based on their group discussion and the meeting with the organisation; a workplan to complete these tasks; any progress so far; potential or faced obstacles.

Students will be marked based on a rubric that assesses their planning skills, organisation, ability to contribute to the overall group work, and initiative to work around obstacles. Feedback via LMS

Turnitin setting: This is not a Turnitin assignment

Assessment 3: Communication Project Portfolio (Group)

Details:

Groups of 3 to 5 students.

3000-5000 words, depending on group size.

Feedback via LMS. This is the final assessment task.

Turnitin setting: This is not a Turnitin assignment

Attendance Requirements

In tutorials/clinics you will actively engage with core course content that will help you to attain CLO 2 and 3.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 15 February - 19 February	Group Work	PLEASE SEE FULL SCHEDULE OF THE COURSE ON MOODLE.

Resources

Prescribed Resources

Not available

Recommended Resources

Not available

Course Evaluation and Development

Informal feedback on the course will be sought through an in-class questionnaire during the course of the semester.

For final course evaluation, students will receive a link to the MyExperience survey towards the end of the semester.

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/>

Image Credit

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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.