



MDIA5024

Communication Strategies

Term Two // 2021

Course Overview

Staff Contact Details

Convenors

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School Contact Information

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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

President John F. Kennedy once said in jest that the best strategies are accidental. Of course, he made the joke to highlight exactly the opposite. The best strategies are carefully architected ensembles that exhibit an exquisite symmetry and synergy of objectives, concepts, and tactics. In this course you will learn that powerful concepts lie at the heart of good strategy and that these coordinate and discipline tactics. You will also learn that tactical impact is multiplied when the right concepts are brought together. Thus, this course will radically alter your thinking about strategy and its dynamics. Based on a set of commercial client scenarios that parallel real-world problems, in your major project you will research the domain in which your client operates, fashion and defend a conceptual framework founded on deep-seated communication and communication-related theory, and then develop a suite of tactics that will address the challenge. When you have completed this course, you will be positioned to offer innovative strategic communication counsel to all manner of enterprises undertaking a vast range of endeavours.

Course Learning Outcomes

1. Apply the principles and practices relevant to interpreting a brief, scanning a commercial environment, and distinguishing between objectives, concepts, and tactics
2. Explain the features and dynamics of a marketplace apropos the circumstances of a given commercial entity
3. Develop and defend a relevant conceptual framework and proffer contingent tactical outputs for a given commercial entity

Teaching Strategies

This course will be taught in dual mode (online and face-to-face) whereby lectures will be delivered online via Blackboard Collaborate (BBC) and tutorials will be delivered face-to-face through to Week 7. Across Weeks 8 to 10, the course delivery modality will change to client-centred intensive (online) major project consultations via BBC.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Test	40%	04/07/2021 07:00 PM	1
Environmental Scan, Conceptual Framework, and Tactical Outputs	60%	01/08/2021 11:00 PM	1, 2, 3

Assessment Details

Assessment 1: Test

Start date: 04/07/2021 07:00 PM

Details:

Individual assessment.

40 questions, 40 minutes, 40 marks, 40-percent multiple choice online knowledge test.

Students will sit a test focussing on content covered in lectures, tutorials, and readings over the initial phase of the course.

Feedback via LMS

Additional details:

This assessment is designed to test knowledge gained over the initial phase of the course; knowledge critical to the successful completion of Assessment 2.

Submission notes: This test will be available via a link in the Assessments section of the course Moodle site.

Turnitin setting: This is not a Turnitin assignment

Assessment 2: Environmental Scan, Conceptual Framework, and Tactical Outputs

Start date: Not Applicable

Length: 2000 words

Details:

Individual assessment

2,000 words

From a short list of options, a student will choose a client scenario and offer a report that (a) scans and evaluates the critical features of the relevant commercial environment (750-words), (b) engages communication and communication-related theory to develop and defend a conceptual framework aimed at addressing the problems expressed and implied in the scenario—and that are unearthed via the environmental scan (750-words), and (c) offers a suite of tactics to be guided by the conceptual framework (500-words).

60-percent

Feedback via LMS.

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

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: 31 May - 4 June	Lecture	This opening lecture introduces you to the 'story' of strategy and to the 'strategic equation'. You will also be introduced to the crucial question of strategic dynamics.
	Tutorial	Tutorials follow lecture content and weekly readings and/or video resources. As for lectures, tutorial slide decks will be uploaded to Moodle at the end of each relevant week.
Week 2: 7 June - 11 June	Lecture	This week's lecture is all about reconnaissance: research methodology and methods. You will learn that without effective research, there can be no effective strategy.
	Tutorial	Tutorials follow lecture content and weekly readings and/or video resources. As for lectures, tutorial slide decks will be uploaded to Moodle at the end of each relevant week.
Week 3: 15 June - 18 June	Lecture	As a public holiday falls on Monday of this week (the day of the usual lecture), replacing this week's lecture is a video recording of Richard Rumelt (the author of your text book) giving a lecture to the students of the London School of Economics. You may watch this lecture at your leisure, <i>but please view it prior to your tutorial this week.</i>
	Tutorial	Tutorials follow lecture content and weekly readings and/or video resources. As for lectures, tutorial slide decks will be uploaded to Moodle at the end of each relevant week.
Week 4: 21 June - 25 June	Lecture	This week's lecture considers tactical alignments and dispositions. It also considers the relationship between these and the concepts that drive them.
	Tutorial	Tutorials follow lecture content and weekly readings and/or video resources. As for lectures, tutorial slide decks will be uploaded to Moodle at the end of each relevant week.
Week 5: 28 June - 2 July	Lecture	This week's lecture addresses the power of narrative (storytelling) in commercial settings.
	Tutorial	Tutorials follow lecture content and weekly readings

		and/or video resources. As for lectures, tutorial slide decks will be uploaded to Moodle at the end of each relevant week.
	Assessment	On Sunday 04 July 2021 you will sit the 40-question, 40-minute, 40-mark multiple knowledge choice test. The test will open at 19:00 (7PM) AEST and close at 19:40 (7.40PM). Please see the course Moodle site for relevant detail.
Week 6: 5 July - 9 July	Reading	This is a mandated break week. No new work is presented in this week.
Week 7: 12 July - 16 July	Lecture	This week's lecture looks at how particular theories, models, and modes of power might be leveraged in commercial contexts. At the end of this week's lecture we will also announce the timetable for scenario-centred special counsel sessions. These begin in Week 8.
	Tutorial	This is the final formal tutorial for the course before the scenario-centred consultation mode begins in Week 8. See notes for this week's lecture, above.
Week 8: 19 July - 23 July	Project	Per the timetable announced in Week 7, this week you will engage with academic staff in A2-related scenario-centred intensive consultations.
Week 9: 26 July - 30 July	Workshop	Per the timetable announced in Week 7, this week you will engage with academic staff in scenario-centred intensive consultations.
	Assessment	Assessment 2 is due at 23:00 Sunday this week. It is to be submitted individually via a Turnitin link on Moodle.
Week 10: 2 August - 6 August	Workshop	In this, the final week of the course, academic staff meet with interested students to discuss their career strategy (and tactics!) A timetable will be announced for these very popular sessions! Special sessions will run for those interested to work agency-side, organisation-side, or enterprise-side on their own account.

Resources

Prescribed Resources

Published by Profile Books, you will need a copy of Richard Rumelt's 2011 volume **Good Strategy Bad Strategy: The difference and why it matters**. The University bookshop holds copies.

Recommended Resources

See course Moodle site.

Course Evaluation and Development

This is an all new course for T2 2021! Hold on for the ride of your life! We'll evaluate what will be a ripper of a course as we go!

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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CRICOS

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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.