

CMNS2530: Strategic Communication

Singapore PSB

Trimester 1 - 2024 (Singapore)



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.

OVERVIEW

Course Description	This course will provide students with an understanding of the fundamental communication and relational concepts and processes that underpin strategic communication and public relations strategy. The course focusses on organisational communication behaviour and strategic engagement with key publics, and the role of strategic communication within an organisation. Using a problem-based learning approach, students will work collaboratively to identify, analyse and address real-world communication issues. Students will develop strategic responses that are underpinned by relevant theoretical, ethical and legal frameworks.
Academic Progress Requirements	Nil
Requisites	If you have successfully completed CMNS3530 you cannot enrol in this course.
Assumed Knowledge	Completion of all 1000 level courses within the Bachelor of Communication and CMNS2140 Principles of Public Relations.
Contact Hours	Singapore PSB Lecture Face to Face on Campus 1 hour(s) per week(s) for 12 week(s) Tutorial Face to Face on Campus 2 hour(s) per week(s) for 12 week(s)
Unit Weighting Workload	10 Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

COURSE OUTLINE

CONTACTS

Course Coordinator **Singapore PSB**
Ms Angelina Tu
Angelina.Tu@newcastle.edu.au
Consultation: In Class or by Email

Teaching Staff Other teaching staff will be advised on the course Canvas site.

School Office **PSB Academy Enquiries**
Log your question or request to the PSB Program Executives at the following website:
<http://www.psb-academy.edu.sg/eng>
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SYLLABUS

Course Content Topics will include:

1. Key concepts of communication and public relations strategy
2. Thematic engagement through the examination of organisational communication for key publics such as media relations, employee relations, community relations/CSR; and other stakeholder relations.
3. Developing strategic responses to identified communication issues that are underpinned by public relations theory and comply with legal and ethical standards for organisational communication.
4. Developing applied communication skills needed to produce strategic public relations materials in an organisational context.

Course Learning Outcomes **On successful completion of this course, students will be able to:**

1. Explain key concepts of strategic communication, stakeholders and publics in an organisational context;
2. Assess the strengths and weaknesses of key theories in underpinning and informing approaches to contemporary practice;
3. Identify key issues and trends in strategic organisational communication practices and effectively communicate research outcomes;
4. Develop strategic responses that conform with the ethical and legal dimensions of organisational communication.

Course Materials See Canvas site for details.

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	10 Jan	Introduction to the course/What is Strategic Communications?	Lecture and Tutorial	
2	15 Jan	What is Strategic Communications - continued	Lecture and Tutorial	
3	22 Jan	Central messaging: a cohesive organisational approach	Lecture and Tutorial	
4	29 Jan	Rhetoric and persuasion	Lecture and Tutorial	
5	5 Feb	Dialogue and OPR	Lecture and Tutorial	
Recess				
6	19 Feb	Visual communication strategies	Lecture and Tutorial	
7	22 Feb	Media relations and strategic partnerships	Lecture and Tutorial	
8	4 Mar	Employee relations: an internal perspective	Lecture and Tutorial	
9	11 Mar	Corporate Social Responsibility (CSR) and Community Relations	Lecture and Tutorial	Assessment 1 – Weekly Journal Assessment 3 – Org Communication Analysis
10	18 Mar	Strategic issues management and crisis relations	Lecture and Tutorial	
11	25 Mar	Bringing it all together	Lecture and Tutorial	
12	1 Apr	Group Presentations	Presentations	Assessment 4 – Strategic Communication Response
13	11 Apr	Group Presentations	Presentations	
Examination Period				
Examination Period				

ASSESSMENTS

This course has 4 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Learning and Project Journal	15 March	Individual	30%	1, 2, 3, 4
2	Tutorial Activities	NA	Individual	10%	1, 2, 3, 4
3	Organisational Communication Analysis	15 March	Individual	30%	1, 3, 4
4	Strategic Communication Response	10 April	Group	30%	1, 2, 3, 4

Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this

applies equally to week and weekend days.

Assessment 1 - Learning and Project Journal

Assessment Type	Online Learning Activity
Description	Weekly journal entries that reflect on required readings and demonstrate practical application Each post should be 250-300 words. Covers Weeks 2-8 (inclusive)
Weighting	30%
Length	Each post should be 250-300 words.
Due Date	15 March
Submission Method	Online
Assessment Criteria	See detailed grading criteria on the CMNS2530 site
Return Method	Not Returned
Feedback Provided	Online

Assessment 2 - Tutorial Activities

Assessment Type	Tutorial / Laboratory Exercises
Description	Weekly tutorial exercises
Weighting	10%
Length	Min 5 min participation in class discussions
Due Date	15 March
Submission Method	In Class Online
Assessment Criteria	See detailed grading criteria on the CMNS2530 site
Return Method	Not Returned
Feedback Provided	Online

Assessment 3 - Organisational Communication Analysis

Assessment Type	Presentation
Description	Evaluation of strategic organizational social media use
Weighting	30%
Length	1500 words
Due Date	15 March
Submission Method	Online
Assessment Criteria	See detailed grading criteria on the CMNS2530 site
Return Method	Not Returned
Feedback Provided	Online

Assessment 4 - Strategic Communication Response

Assessment Type	Report
Description	Stakeholder specific recommendations for organizational communication Each group will research and create a 20-minute (approximately) case study presentation that will include (each group member presents for 3-5 mins depending on group size).
Weighting	30%
Length	20-minute (approximately) case study presentation
Due Date	10 April
Submission Method	In Class
Assessment Criteria	See detailed grading criteria on the CMNS2530 site
Return Method	Not Returned
Feedback Provided	Online

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods

Communication methods used in this course include:

- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

Oral Interviews (Vivas)

As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

Adverse Circumstances

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances

system;

3. you are requesting a change of placement; or

4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at:

<https://policies.newcastle.edu.au/document/view-current.php?id=236>

Important Policy Information

The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures> that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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