

## Course Outline

**Code: CMN231**

**Title: Communication Campaign Planning**

**School:** Creative Industries  
**Teaching Session:** Semester 2  
**Year:** 2019  
**Course Coordinator:** Dr Umi Khattab, ukhattab@usc.edu.au  
**Course Moderator:** Dr Karen Sutherland, ksutherl@usc.edu.au

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

**1. What is this course about?**

**1.1 Description**

Communication campaigns are increasingly a pervasive feature of our everyday lives. This course introduces you to political, commercial, risk/disaster management and social action campaigns. As you develop your understanding of relevant interdisciplinary theories, you will be introduced to the nuts and bolts of planning a campaign for clients in a range of sectors such as government, non-government, not-for-profit and business. You will learn the process of preparing appropriately researched campaign strategies to help clients solve a problem or capitalise on an opportunity in regard to an internal or external issue.

**1.2 Field trips, WIL placements or activities required by professional accreditation**

Activity	Details
Nil	Nil

**2. What level is this course?**

200 level Developing – Applying broad and/or deep knowledge and skills to new contexts. May require pre-requisites and introductory level knowledge/skills. Normally undertaken in the 2nd or 3rd year of an undergraduate program.

**3. What is the unit value of this course?**

12 units

**4. How does this course contribute to my learning?**

Specific Learning Outcomes	Assessment tasks	Graduate Qualities or Professional Standards mapping
On successful completion of this course, you should be able to:	You will be assessed on the learning outcomes in task/s:	Completing these tasks successfully will contribute to:
Transform public problems into prioritised concerns and opportunities for a range of clients	1	Creative and critical thinkers. Empowered.

<b>Specific Learning Outcomes</b> On successful completion of this course, you should be able to:	<b>Assessment tasks</b> You will be assessed on the learning outcomes in task/s:	<b>Graduate Qualities or Professional Standards mapping</b> Completing these tasks successfully will contribute to:
Deploy theoretically-informed strategies to design ethical, evidence-based communication campaigns	1 and 3	Ethical.
Pitch campaign ideas and propositions effectively to a range of clients.	2	Empowered. Creative and critical thinkers.

## 5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

### 5.1 Enrolment restrictions

Nil

### 5.2 Pre-requisites

Nil

### 5.3 Co-requisites

Nil

### 5.4 Anti-requisites

Nil

### 5.5 Specific assumed prior knowledge and skills (where applicable)

N/A

## 6. How am I going to be assessed?

### 6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

### 6.2 Details of early feedback on progress

During week 3 workshop session, your communication problem identification, campaign idea and client selection will be discussed for peer and tutor feedback and approval.

### 6.3 Assessment tasks

<b>Task No.</b>	<b>Assessment Product</b>	<b>Individual or Group</b>	<b>Weighting %</b>	<b>What is the duration / length?</b>	<b>When should I submit?</b>	<b>Where should I submit it?</b>
1	Written Piece	Group	25%	1400 words	Week 4, Friday 5pm	Online Assignment Submission with Plagiarism check
2	Oral, and Written Piece	Group	25%	20-25 minutes & 12 ppt. slides	Week 10 Oral-immersion labs;	In Class

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					Submit slides: Friday 5pm	
3	Report	Group	50%	3000 words	Week 13, Friday 5pm	Online Assignment Submission with Plagiarism check
			100%			

**Assessment 1: Campaign Brief**

<b>Goal:</b>	This task has been designed to enable you to work as a consultancy team to proactively identify a public problem/issue/opportunity and develop a communication campaign brief for a prospective client.
<b>Product:</b>	Written Piece
<b>Format:</b>	This task is to be completed in a professional public relations format. In a team of 2-3 members, you will identify an unmet public relations problem/opportunity for a prospective client through computer lab weekly research activities. You will invent a unique campaign proposition that you will spell out in a written brief to be developed further as a proposal and pitched to your prospective client in week 10. You will need to first work your idea with your own consultancy team in a collaborative fashion before being allowed to take it to the prospective client. This task will assist you with tasks 2 and 3. Structure and details on Blackboard.
<b>Criteria:</b>	1400-word strategic campaign brief written professionally, based on secondary research. While you identify and research an unmet public relations problem for a prospective client as a team, submission of task is required to be done individually Details with rubric and template on Blackboard.

**Assessment Task 2: Campaign Pitch**

<b>Goal:</b>	This task enables you to continue to work in your consultancy team to pitch a strategic public relations campaign idea to an external client.
<b>Product:</b>	Oral and Written Piece
<b>Format:</b>	You will pitch your idea professionally to a prospective client, hoping to win business. Your pitch will be developed based on a comprehensive strategic communication campaign proposal to help your chosen client overcome an identified problem and capitalise on it as an opportunity to enhance its reputation. Your campaign plan will be based on the RPACE formula. Weekly lab activities will workshop different aspects of this process and assist you with completing this task. Details and rubric on Blackboard.
<b>Criteria:</b>	20-25 minutes team professional pitch using 12 ppt. slides. While you brainstorm unique ideas as a team and make a team presentation, submission of ppt slides is required to be done individually.  Details with rubric and template on Blackboard.

**Assessment Task 3: Campaign Proposal**

<b>Goal:</b>	This task enables you to continue to work in your consultancy team to develop a written, evidence-based public relations campaign proposal for a prospective client.
<b>Product:</b>	Report

<b>Format:</b>	Having professionally pitched and gained business, you will develop a comprehensive strategic communication campaign proposal to help your chosen client overcome an identified problem and capitalise on it as an opportunity to enhance its reputation. Your written campaign plan will be based on the RPACE formula as well as client's Request for Proposal (RFP). Weekly lab activities will workshop different aspects of this process, including secondary and primary data collection, to assist you with meeting client's RFP.
<b>Criteria:</b>	3000-word evidence-based strategic campaign proposal written in a professional format While you develop your unique ideas as a team, submission of task is required to be done individually. Details with rubric and template on Blackboard

## 7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12 unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

Location:	Directed study hours for location:
Sippy Downs	Lecture: 1 hour Computer Workshop: 2 hours

## 8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

### 8.1 Prescribed text(s) or course reader

Nil

### 8.2 Specific requirements

Nil

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas

and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

## **10.2 Assessment: Additional requirements**

### **Eligibility for Supplementary Assessment**

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

## **10.3 Assessment: Submission penalties**

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

## **10.4 Study help**

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

## **10.5 Wellbeing Services**

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone with a disability, [AccessAbility Services](#) can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or [accessability@usc.edu.au](mailto:accessability@usc.edu.au) or call 07 5430 1226

## **10.6 Links to relevant University policy and procedures**

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs

- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

## 10.7 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)