

# COMM 2011 COMMUNICATION STRATEGIES

**Credit Points** 10

**Legacy Code** 102056

**Coordinator** Kristen Marshall ([https://directory.westernsydney.edu.au/search/name/Kristen Marshall/](https://directory.westernsydney.edu.au/search/name/Kristen%20Marshall/))

**Description** Communication Strategies is a dynamic practice-oriented unit designed to teach students how to interrogate and analyse real clients' products/services, issues and opportunities, markets and audiences, in order to develop effective communication strategies. Through discussion topics and project-based work, students will learn how to design and implement a holistic communications strategy that is relevant for a particular client.

**School** Humanities & Comm Arts

**Discipline** Communication And Media Studies

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 2 subject

**Equivalent Subjects** MKTG 2009 - Public Relations Tactics COMM 2007 - Advertising Strategy LGYA 1172 - Public Relations Strategy

**Restrictions** Successful completion of 80 credit points at Level 1.

**Assumed Knowledge**

Knowledge gained from Year 1 introductory subjects in Public Relations (PR) or Advertising, competent literacy skills, basic computer skills.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Explain the importance of strategy in successful communications, and the range of approaches and methodologies used in campaigns
2. Undertake relevant research to develop and leverage strategies for campaigns
3. Consolidate research findings into a strategic presentation and document
4. Develop a brief/pitch with potential to inspire successful campaigns
5. Outline characteristics of a range of mediums and be able to identify relevant alternative communication strategies
6. Establish criteria for evaluation of campaigns.

## Subject Content

Through a weekly lecture and tutorial, students will become familiar with principles behind communication strategies and different approaches to developing such strategies.

- strategic planning
- strategy and tactics
- strategic use of research
- media and message strategies

- Integrating evaluation into The strategic plan

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

| Item       | Length   | Percent | Threshold | Individual/<br>Group Task |
|------------|--|---------|-----------|---------------------------|
| Quiz       | 15 multiple choice questions x 5               | 30      | N         | Individual                |
| Report     | 10 minutes summary and 1,000 word presentation | 40      | N         | Group                     |
| Case Study | 1,000 words                                    | 30      | N         | Individual                |

Prescribed Texts

- Clow, K.E. and Baack, D. (2017). Integrated Advertising, Promotion and Marketing Communication (8th Ed). Pearson: Kendallville

Teaching Periods

## Autumn Penrith (Kingswood)

**Day**

**Subject Contact** Kristen Marshall ([https://directory.westernsydney.edu.au/search/name/Kristen Marshall/](https://directory.westernsydney.edu.au/search/name/Kristen%20Marshall/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=COMM2011\\_22-AUT\\_KW\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM2011_22-AUT_KW_D#subjects))

**Online**

**Online**

**Subject Contact** Kristen Marshall ([https://directory.westernsydney.edu.au/search/name/Kristen Marshall/](https://directory.westernsydney.edu.au/search/name/Kristen%20Marshall/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=COMM2011\\_22-AUT\\_ON\\_O#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM2011_22-AUT_ON_O#subjects))

## Parramatta - Victoria Rd

**Day**

**Subject Contact** Kristen Marshall ([https://directory.westernsydney.edu.au/search/name/Kristen Marshall/](https://directory.westernsydney.edu.au/search/name/Kristen%20Marshall/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=COMM2011\\_22-AUT\\_PS\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM2011_22-AUT_PS_D#subjects))

## Sydney City Campus - Term 2

### Sydney City

**Day**

**Subject Contact** Ming Diao ([https://directory.westernsydney.edu.au/search/name/Ming Diao/](https://directory.westernsydney.edu.au/search/name/Ming%20Diao/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=COMM2011\\_22-SC2\\_SC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM2011_22-SC2_SC_D#subjects))