

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 subject 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/) 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.

Type	Length	Percent	Threshold	Individual/ 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 (2022) Penrith (Kingswood)

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM2011_22-AUT_KW_D#subjects)

Online

Online

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Parramatta - Victoria Rd

Day

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Sydney City Campus - Term 2 (2022)

Sydney City

Day

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UEH-Session 3 (2022)

Vietnam

On-site

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Autumn (2023)

Penrith (Kingswood)

On-site

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Online

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Parramatta - Victoria Rd

On-site

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Vietnam Session 2 (2023)

Vietnam

On-site

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Sydney City Campus - Term 2 (2023)

Sydney City

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