



CHRISTIAN HERITAGE COLLEGE

BZ551

COMMUNICATION AND MEDIA MANAGEMENT

This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.

Unit code	BZ551	
Unit name	Communication and Media Management	
Associated higher education awards	Graduate Certificate in Management Graduate Diploma in Management	
Duration	One semester	
Level	Postgraduate	
Unit Coordinator	Bruce Redman	
Core/Elective	Elective - Graduate Certificate in Management Elective - Graduate Diploma in Management	
Weighting	Unit credit points: 10 Course credit points: 40 - Graduate Certificate in Management 80 - Graduate Diploma in Management	
Student workload	Face-to-face on-site	External
	Timetabled hours per week: N/A	Directed study hours per week: 6
	Personal study hours per week: N/A	Personal study hours per week: 4
	Total workload hours per week: N/A	Total workload hours per week: 10
	Students requiring additional English language support are expected to undertake an additional 1 hour per week.	
Delivery mode	External Full time Part time	
Prerequisites/ Corequisites/ Restrictions	Nil	
Specialist resource requirements	Nil	
Prescribed text(s)	Readings will be provided.	

<p>Recommended readings</p>	<p>Books</p> <p>Anthonissen, P. (2008). <i>Crisis communication: Practical PR strategies for reputation management and company survival</i>. London, GB: Kogan Page Ltd.</p> <p>Aula, P., & Mantere, S. (2008). <i>Strategic reputation management: Towards a company of good</i>. New York: Taylor & Francis Inc.</p> <p>Butler, D., & Rodrick, S. (2011). <i>Australian media law</i> (4th ed.). Sydney, NSW: Thomson Reuters.</p> <p>Christians, C. G., Fackler, M., Richardson, K. Kreshel, P. J., & Woods, R. H. Jr. (2011). <i>Media ethics: Cases and moral reasoning</i>. Old Tappan, NJ: Pearson Education.</p> <p>Ryan, D., & Jones, C. (2012). <i>Understanding digital marketing: Marketing strategies for engaging the digital generation</i>. London, GB: Kogan Page Ltd.</p> <p>Scott, D. M. (2011). <i>The new rules of marketing and PR: How to use social media, online video, mobile applications, and viral marketing to reach buyers directly</i>. New York: John Wiley & Sons Inc.</p> <p>Sterne, J., & Scott, D. M. (2010). <i>Social media metrics: How to measure and optimize your marketing investment</i>. Chichester, GB: John Wiley & Sons Ltd.</p> <p>Journals and Periodicals</p> <p><i>Business Communication Quarterly</i></p> <p><i>International Journal of Media Management</i></p> <p><i>Journal of Business Communication</i></p> <p><i>Journal of Business and Technical Communication</i></p> <p>Websites</p> <p>Business communication case studies: www.ceonline.com.au/case_studies/communication.aspx</p> <p>CEO Online articles: www.ceonline.com.au/expert_talk/communication_media.aspx</p> <p>In addition to the resources above, students should have access to a Bible, preferably a modern translation such as <i>The Holy Bible: The New International Version 2011</i> (NIV 2011) or <i>The Holy Bible: New King James Version</i> (NKJV).</p> <p>These and others translations may be accessed free on-line at http://www.biblegateway.com. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.</p>
<p>Content</p>	<ol style="list-style-type: none"> 1. Review of business communication theory and practice 2. Business communication needs audit 3. The case study method :Organising the group task and process 4. Reputation management 5. The social media environment opportunity, challenge, and strategy 6. Digital communication 7. Digital media metrics 8. New technologies 9. Crisis communication management 10. Oral presentations 11. Media ethics and Biblical Christian worldview 12. Media law

<p>Learning outcomes</p>	<p>On completion of this unit, students will have demonstrated that they can:</p> <ol style="list-style-type: none"> 1. Evaluate business communication theory and practice; 2. Critically assess organisational communication needs and opportunities; 3. Develop social media public relations and marketing strategies; 4. Develop a reputation management plan for an organisation; 5. Analyse strategies for managing mass media during an organisational crisis; 6. Incorporate Biblical Christian worldview into technical and theoretical knowledge in business communication and media management, with particular emphasis on ethical standards; 7. Apply knowledge about business communication and media management in complex and diverse case studies; 8. Work as a member of a small team to produce a complex case study report; and 9. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing.
<p>Assessment tasks</p>	<p>Task 1: Business report Word Length/Duration: 1500 words Weighting: 20% Learning Outcomes: 1, 2, 7, 9 Assessed: Week 5</p> <p>Task 2: Business case study - Group presentation and Group report Word Length/Duration: 20 minutes - Group presentation 1500 words - Group report Weighting: 10% - Group presentation 20% - Group report Learning Outcomes: 2, 3, 6-9 Assessed: Week 10</p> <p>Task 3: Business case study Word Length/Duration: 2000 words Weighting: 50% Learning Outcomes: 2-7, 9 Assessed: Week 14</p>