

Bachelor of Marketing and Communication

For further information on this degree please refer to the degree page: <https://online.unisa.edu.au/degrees/bachelor-of-marketing-and-communication>

| Course Name | Course Units | Course Aim | Course Content | Course Objectives | Assessments Type, Length, Duration, pct%, Objectives met | Prerequisites |
|---|--------------|---|---|--|---|---------------|
| UO Introduction to Social Media | 4.5 | To develop students' understanding of social media as a communication channel, to critically analyse the role and prevalence of social media in contemporary society and to develop students' awareness of their personal social media brand. | Students will be introduced to the concept of social media as a communication tool that traverses their professional and private lives. The course will encourage students to move beyond the role of social media user to critically evaluate their social media usage and profile, and to develop awareness of social media as a communication strategy used by many organisations. Weekly activities and assessments will encourage students to consider how social media is used in a range of professional contexts, drawing upon scholarly material, case studies and industry best practice. | 1) Understand the extent and prevalence of social media usage in contemporary society. 2) Analyse the emergence of digital communication, specifically social media, and consider the impact of a networked society on interpersonal communication and privacy. 3) Identify the main social media platforms currently on offer, their user profiles and effectiveness 4) Demonstrate understanding of social media as a strategic communication tool within different industry sectors 5) Understand and analyse the link between social media usage, personal brand and reputation, and the use of social media for professional communication | 1) Continuous assessment 2,000 word equivalent 45% 1,2,5 2) Report 2,500 words 55% 1,3,4,5 | |
| UO Marketing Principles: Trading and Exchange | 4.5 | To provide students with an understanding of marketing as the study of trading and exchange in a modern economy and acquaint them with the key activities that are involved in marketing. | This course introduces students to the role and contribution of Marketing to organisations and enterprises today. Marketing and marketing people are used in, and by, most types of organisations both big and small; for example, commercial, government, educational, artistic and social. The course will cover the main concepts and principles that underlie marketing thinking and practice. It will require students to understand these and also find out how they are applied in a range of enterprises. | 1) Identify the concepts and principles used in marketing management 2) Recognise and critically appraise the use of these concepts and principles by organisations 3) Explain how contemporary markets function and what influences customer and client response 4) Demonstrate the ability to find key information about markets and major organisations' marketing policies 5) Apply the concepts and principles of marketing in written and oral form 6) Demonstrate Business Enterprise Skills: i) Problem Solving (foundation level); ii) Written Communication (foundation level); iii) Oral Communication (foundation level); and iv) International Perspective (foundation level). | 1) Report 1800 words 40% 1,2,3,4,5,6 2) Project 2700 words 60% 1,4,5,6 | |

Bachelor of Marketing and Communication

For further information on this degree please refer to the degree page: <https://online.unisa.edu.au/degrees/bachelor-of-marketing-and-communication>

| Course Name | Course Units | Course Aim | Course Content | Course Objectives | Assessments Type, Length, Duration, pct%, Objectives met | Prerequisites |
|----------------------------------|--------------|---|--|---|--|--|
| UO Accounting for Business | 4.5 | To provide an overview of the field of accounting and the conceptual and practical foundation required to analyse and interpret accounting information in the business environment | Accounting and the business environment; accounting information and its role in decision-making for management and external stakeholders; recording, reporting and analysing business transactions within the accounting cycle; preparation and analysis of cashflow statements for business users. | 1) Discuss the role of the accounting profession in business 2) Identify accounting as an information process for business decision making and describe the workings of the accounting cycle 3) Explain the accounting equation and the determination of financial position 4) Discuss the basic accounting concepts, principles and procedures 5) Analyse and interpret financial accounting information from a management and user perspective 6) Demonstrate Business Enterprise Skills in the context of Accounting: Written Communication (foundation level). | 1) Portfolio 1,250 words 50% 1,2,3,4,5,6 2) Examination 3 hours 50% 1,2,3,4,5 | |
| UO Introduction to Digital Media | 4.5 | To introduce students to creative design principles, processes, skills and media production techniques, and to develop an understanding of digital media formats including video production and website development using industry standard authoring software. | Students identify, research, and generate creative ideas around the promotion of a message or product and develop the skills to produce a short video to deliver this message. Students are introduced to web design techniques and develop introductory skills in front-end web development including HTML, CSS and responsive web design and will undertake the production of a simple website to distribute the short promotional video. The course introduces students to some of the key conceptual, technical and craft issues related to digital media production, and gives students the opportunity to create digital media pieces based on the research that they undertake. | 1) describe the role and function of design in film, video and digital media forms 2) use graphics, camera, sound and interactive media to create media pieces using a range of software 3) undertake all stages of the digital media design process from conceptualisation to creation 4) utilise appropriate media techniques to structure graphic and other visual content within and across film, video and interactive digital media forms 5) analyse the social implications of the use of media forms and items in a range of contexts | 1) Continuous Assessment 2,700 words 60% 1,2,3,4,5 2) Project 1,800 words 40% 2,4,5 | |
| UO Consumer Behaviour | 4.5 | To familiarise students with the concepts of individual consumer behaviour, and to acquaint students with applications of these concepts in the market place | Consumer behaviour theories; empirical generalisations; customer loyalty; memory and mental availability (brand salience); patterns in belief and attitude data; influences on purchasing behaviour; segmentation; customer satisfaction/service quality; word of mouth recommendation; motivations; perceptions. | 1) Describe key aspects of consumer behaviour and market segmentation 2) Describe the complexities of consumer decision making processes 3) Apply a number of widely generalised consumer behaviour models 4) Assess the value of scientific investigation of consumer behaviour issues 5) Apply consumer behaviour theory to practical marketing problems 6) Demonstrate Business Enterprise Skills in the context of the Marketing discipline: Problem Solving (foundation level). | 1) Test/Quiz 4 x 20 mins 45% 1,2,4,5,6 2) Report 2,500 words 55% 1,2,3,4,5,6 | Marketing Principles: Trading and Exchange |

Bachelor of Marketing and Communication

For further information on this degree please refer to the degree page: <https://online.unisa.edu.au/degrees/bachelor-of-marketing-and-communication>

| Course Name | Course Units | Course Aim | Course Content | Course Objectives | Assessments Type, Length, Duration, pct%, Objectives met | Prerequisites |
|----------------------------|--------------|--|--|--|---|---------------|
| UO Business Law | 4.5 | The course aims to equip students with a basic knowledge of how the law and ethics affects business decision making and operations. It does so by examining a number of fundamental legal and ethical principles that facilitate yet impinge upon key business areas such as establishing a business, entering into commercial transactions, and protecting business assets. It also considers the relationship between business and regulators. | Introduction to the Australian Legal System and Legal Ethics; Forms of Business Ownership; Business Obligations, Ethics & Privacy; Causing Harm; Contracts - Formation; Contracts - Enforceability and Remedies for Breach; Employing Staff and the Principles of Agency; Consumer Protection Law; Competition Law; An Introduction to the Law of Property. | 1) Identify sources of business law. 2) Compare and contrast forms of business ownership, identify and analyse legal issues associated with commercial transactions, and describe the legal requirements of the employment relationship. 3) Evaluate ethical issues for business, government, and the not for profit sector including issues relating to privacy and the integrity of personal data. 4) Identify and analyse the legal responsibilities for causing harm to persons and property and the legal principles that businesses must comply with when dealing with consumers. 5) Explain the legal requirements of creating and protecting proprietary rights in business tenancies and assets, including goodwill and intellectual property rights. 6) Effectively communicate how legal principles shape the Australian business environment and affect business practice and decision-making. 7) Demonstrate Business Enterprise Skills in the context of Law: i) Problem Solving (foundation level); ii) Ethical Awareness (foundation level); and iii) Written Communication (foundation level). | 1) Problem Solving Exercise 2000 words 30% 1,3,6,7 2) Presentation 5-7 mins 1,6,7 3) Examination 2 hours 50% 1,2,4,5,6,7 | |
| UO Communication and Media | 4.5 | To introduce students to the fundamental approaches to human communication, and to the development, use and role of communication and media technologies in human society | Students will be introduced to various theories of communication and media and the ideas and concepts of seminal thinkers in the field of communication and media studies. The course explains how theoretical approaches to communication and the media are applied in a range of communication professions, practices and situations, and examines the development and use of communication and media in society. It introduces essential elements of the social, political, economic and technological role of communication to prepare students for more advanced study. | 1) Describe the role and importance of communication and the media in human society 2) Explain the historical development of communication and media, including their social, political, economic and technological consequences 3) Explore a range of media texts and genres 4) Identify the different forms and roles of communication in society 5) Introduce key communication and media theories and their application | 1) Continuous assessment 1,800 words 40% 1,2,4,5, 2) Project 2,700 words 60% 1,3,5 | |
| UO Marketing Analytics | 4.5 | To provide a basic understanding of consumer markets, brand performance, product attributes and overall market behaviour, focusing on marketing knowledge that can be applied across a wide range of marketing conditions. | The principles of data reduction and the effective communication of quantitative results using tables and graphs; analysis of how brands compete and grow; analysis of brand's customer base to predict future purchases; analysis of consumer preference of product attributes/levels to identify which attributes/levels are important; forecast of new product sales; analysis of the relationship between product sales and marketing activities such as advertising and price. | 1) Explain aggregate (market and brand) level empirical generalisations 2) Use marketing analytics to analyse consumer and business-to-business markets 3) Apply knowledge about market structure to market data in order to give it context and meaning 4) Incorporate quantitative and numerical methods into the analysis of basic marketing data 5) Demonstrate Business Enterprise Skills in the context of the Marketing discipline: i) Problem Solving (intermediate level); ii) Teamwork (intermediate level) and iii) Written Communication (intermediate level). | 1) Continuous Assessment 50% 1,2,3,4 2) Report 2,500 words 50% 1,2,3,4, 5 | |
| | | | | | | |

Bachelor of Marketing and Communication

For further information on this degree please refer to the degree page: <https://online.unisa.edu.au/degrees/bachelor-of-marketing-and-communication>

| Course Name | Course Units | Course Aim | Course Content | Course Objectives | Assessments Type, Length, Duration, pct%, Objectives met | Prerequisites |
|--|--------------|---|---|--|---|--|
| UO Public Relations: Theory and Practice | 4.5 | To introduce students to the principles of public communication by examining the concepts, theories and contexts of professional practice | This course covers a diverse range of organisational and public communication theory and practice to provide a foundation for the higher level courses in the professional major. This course introduces fundamental theoretical principles and practices underpinning various forms of organisational and public communication. It provides an understanding of the political, economic, social and technological context of organisations' communication approaches, particularly media relations, public relations and advertising | 1) Demonstrate an understanding of public relations and organisational communication concepts, theories and contexts and the importance of professional ethics 2) Understand the public relations industry and the diversity of its practice 3) Identify problems and opportunities for public communication activity through analysis and application of relevant public communication theory 4) Develop foundational skills in writing for professional practice, including traditional and digital media | 1) Continuous assessment 2,700 words 60% 1,2 2) Project 1,800 words 40% 1,3,4 | |
| UO Content Creation for Media | 4.5 | To expand students' knowledge and skills in the writing, production and management of the tools used by organisations to communicate with the mass media and targeting publics through emerging social and digital media platforms. | Students will build upon introductory concepts of communication to develop writing skills in areas such as media releases, backgrounders, media kits, and content for new and emerging media. This will be underpinned by knowledge development in the areas of media audiences, persuasion and newsworthiness. It will be further complemented by the development of skills in producing industry-ready documents, online material and other essential platforms. | 1) Explain the role of content creation within organisations and the media 2) Determine the writing and editing skills required for public relations outcomes 3) Examine the conventions of a range of important professional communication writing genres 4) Apply knowledge of the relationship between the media and public relations to professional practice | 1) Continuous assessment 2,700 words 60% 1,2,3 2) Case Study 1,800 words 40% 1,2,3,4 | Public Relations: Theory and Practice |
| UO Advertising | 4.5 | This course aims to prepare students to be informed buyers and managers of advertising from both the advertiser's and agency perspective. | Managing advertising as part of the marketing process. Understanding theory and practical issues. The advertising budgeting and planning process. Working with advertising agencies and others to produce effective advertising. | 1) Describe the industry (different players, types of agencies, media, regulation etc) 2) Explain how advertising works (ie critique theories, identify links to buyer behaviour) 3) Evaluate advertising with appropriate measures and methodologies 4) Formulate appropriate objectives, strategies, plans and budgets 5) Demonstrate Business Enterprise Skills in the context of the Marketing discipline: i) Problem Solving (intermediate level); and ii) Ethical Awareness (intermediate level). | 1) Essay 1,500 words 35% 2,5 2) Report 3,000 words 65% 1,2,3,4,5 | Consumer Behaviour Marketing Principles: Trading and Exchange |
| UO Media Law and Ethics | 4.5 | To develop students' knowledge and understanding of the Australian legal system and the ethical imperatives in professional media practice. | This course covers the laws and ethical precepts and codes relevant to the diverse, varied and evolving professional practices of journalism and media and communications. Through a program of study, students develop an understanding of the laws affecting publication and broadcasting in Australia. They also analyse ethical considerations in normative practice, and professional practitioner, corporate and social responsibility and accountability. | 1) Describe the major laws affecting media, journalists and media professional practice in Australia 2) Critically reflect on a range of contemporary media ethical issues 3) Explain the tensions between market forces and media professionals legal and ethical responsibilities 4) Explain key regulatory and self-regulatory mechanisms and laws which govern media professionals | 1) Continuous assessment 1,800 words 40% 1,2,3 2) Project 2,700 words 60% 1,2,3,4 | Communication and Media |

Bachelor of Marketing and Communication

For further information on this degree please refer to the degree page: <https://online.unisa.edu.au/degrees/bachelor-of-marketing-and-communication>

| Course Name | Course Units | Course Aim | Course Content | Course Objectives | Assessments Type, Length, Duration, pct%, Objectives met | Prerequisites |
|-------------------------------------|--------------|--|--|---|---|--|
| UO Communication Research Methods | 4.5 | To develop students' skills in the design and administration of methods of social research and evaluation that inform current and emerging communication practice. | Building experience gained in introductory courses, students will develop knowledge of the use and application of communication research methods in both professional practice and critique of research in practice. Students will reflect on the construction and deployment of a range of research methods, both quantitative and qualitative, and also undertake detailed evaluation, assessment and use of the data produced by these methods. Students will investigate the contemporary use and value placed on the use of research and data, and the associated ethical, legal and administrative issues. | 1) Develop thorough knowledge of research methods and their application in a range of situations relevant to professional communication practice 2) Apply knowledge of research methodology to the use of research in communication practice, and its use in media industries 3) Investigate and apply appropriate research methods to generate useful data for decision making and action 4) Analyse and interpret detailed quantitative and qualitative data and communicate complex research findings in a professional and accessible manner 5) Contemplate and analyse the implications of the use of research data in various sectors and the wider consequences of the use of personal and private data in a range of societal settings | 1) Continuous assessment 2,500 words 60% 1,4,5 2) Project 2,000 words 40% 2,3,4 | Communication and Media Public Relations: Theory and Practice |
| UO Essentials of Marketing Planning | 4.5 | To develop each student's ability to identify, analyse, conceptualise and form an opinion on strategic issues relevant to business and marketing planning; and to synthesise innovative solutions to everyday business and marketing problems | This course encourages students to explore the literature and develop their understanding of the principles of business and marketing planning so that they can apply them to the practical situations that they may encounter in their career. Topics include the marketing planning process, development of competitive advantage, specific strategies for internationalisation and strategies for conducting business over the internet. Students will also learn how to use different tools to plan, implement and evaluate business and marketing strategies. | 1) Describe the components of a marketing plan. 2) Develop strategies for a marketing plan. 3) Apply course knowledge to develop a marketing plan. 4) Identify appropriate courses of action, along with the advantages and disadvantages of different approaches. 5) Contribute to strategic thinking and decision making within an organisation. 6) Demonstrate Business Enterprise Skills in the context of the Marketing discipline: i) Problem Solving (advanced level); ii) Ethical Awareness (intermediate level); and iii) International Perspective (intermediate level). | 1) Continuous Assessment 900 words 20% 1,2,6 2) Report 1800 words 40% 1,3,5,6 3) Report 1800 words 40% 2,3,4,5,6 | Consumer Behaviour Marketing Principles: Trading and Exchange Students must have successfully completed the above courses plus 45 units. |
| UO Digital Marketing | 4.5 | This course aims to develop students' understanding of marketing in the electronic environment. Extending key concepts covered in Marketing Principles: Trading and Exchange (MARK 1018), the course equips students with theoretical and practical knowledge by examining how marketing activities are executed over the Internet and contrasting these activities with traditional marketing approaches. | The following topics will be covered in the course: types of e-marketing business models, such as Business to Business (B2B) or Business to Consumer (B2C) and their strategies; consumer behaviour in purchasing products over the Internet; online advertising, branding, and research; building customer traffic and customer relationship management; e-payments and order fulfilment; social and ethical issues such as fraud, pornography, and governance and emerging trends in e-marketing, particularly mobile marketing. | 1) Compare and contrast traditional versus e-marketing strategies and activities 2) Develop and employ e-marketing strategies for customer acquisition and retention 3) Analyse the impacts of e-marketing on payment and supply chain operations 4) Analyse social and ethical issues in globalised electronic markets 5) Identify emerging trends in e-marketing. 6) Demonstrate Business Enterprise Skills in the context of the Marketing discipline: i) Ethical Awareness (advanced level); ii) Problem Solving (intermediate level); iii) Written Communication (intermediate level); and iv) International Perspective (advanced level). | 1) Critical Analysis and Case Study 2,250 words 50% 1,2,4,6 2) Report 2,250 words 50% 1,2,3,4,5,6 | Marketing Principles: Trading and Exchange Successfully completed the above course plus 49.5 units |

Bachelor of Marketing and Communication

For further information on this degree please refer to the degree page: <https://online.unisa.edu.au/degrees/bachelor-of-marketing-and-communication>

| Course Name | Course Units | Course Aim | Course Content | Course Objectives | Assessments Type, Length, Duration, pct%, Objectives met | Prerequisites |
|--|--------------|--|--|--|--|-----------------------------------|
| UO Promotional Communication: Advertising, Publicity and Marketing | 4.5 | To study the complexity and nuances of the development, purpose and use of promotional activities in contemporary society through the promotion of products, services and information and the diverse range of approaches, techniques and methods employed, with a particular emphasis on advertising. | Students will build on previous courses to develop knowledge of theoretical and applied approaches to the use and production of promotional activities in contemporary society. The practices and processes of promotional activity in diverse organisations are examined using historical and contemporary case studies. Students will demonstrate creative and critical thinking about promotional culture and its role in industry, government and the not-for-profit sector, and exhibit creativity and originality in the production of promotional material. Students will relate promotional activities to the application of communication media technology in its changing forms. In developing advanced understanding of promotional industries, including advertising, publicity and marketing, students are required to use theoretical approaches to critique and evaluate promotional events and campaigns ranging from product launches and publicity events in the creative industries, to national election campaigns and large-scale health promotion and education campaigns. | 1) Explain how promotional texts are constructed to position or influence audiences 2) Apply textual analysis techniques to a range of promotional materials used in industry, government and non-profit campaigns 3) Evaluate the effectiveness of promotional campaigns in reaching audiences by analysing creative elements and media strategies | 1) Continuous assessment 2,700 words 60% 1,2 2) Project 1,800 words 40% 2,3 | News and Social Media Connections |
| UO Retailing | 4.5 | To provide students with evidence based understanding of how retailers, manufacturers and service providers manage physical availability across traditional and emerging distribution channels. | Students will develop an understanding of the role of distribution and physical availability in growing a business; types of distribution channels and how consumers shop across different channels; consumer behavior in-store/dealership/showroom and what influences decision making at the point of sale; managerial decisions about physical availability - managing supply chain, assortment, challenge of private labels, pricing etc; customer service, satisfaction and complaint management; shopping online and on mobile; and recent trends and challenges in retailing. | 1) Describe the role of distribution and physical availability in growing a business 2) Outline the different types of distribution channels and how consumers shop across those 3) Describe consumer behavior in-store/dealership/showroom and what influences decision-making at the point-of-sale. 4) Identify managerial decisions about physical availability and factors that influence those decisions 5) Competently discuss online, mobile and other retailing trends 6) Demonstrate Business Enterprise Skills in the context of the Marketing discipline: Written Communication (intermediate level) | 1) Continuous Assessment 30% 1,2,3,4,5,6 2) Report 3,100 words 70% 1,2,3,4,5,6 | |
| UO Web Design | 4.5 | To prepare students for real world web development by mastering the skills gained in prior courses and learning current industry best practices for web development and project management. | Students will learn techniques in project management and develop professional communication skills including the ability to identify client needs, prepare documentation and translate those into a professional final product. Throughout the course, students will learn the industry best practices in web development to ensure their work is robust, meets international standards for accessibility, and prepares them for modern web development. | 1) Master the tools and techniques involved in creating modern web applications 2) Communicate professionally with clients 3) Manage and implement a web design project and its requirements and principles in satisfying these needs 4) Demonstrate an understanding of the considerations regarding online privacy, security and copyright 5) Demonstrate an understanding and discuss critical issues such as accessibility, usability and internationalisation | 1) Proposal 1,800 words 40% 1,2,3 2) Project 2,700 words 60% 1,2,3,4,5 | UO Introduction to Digital Media |
| | | | | | | |

Bachelor of Marketing and Communication

For further information on this degree please refer to the degree page: <https://online.unisa.edu.au/degrees/bachelor-of-marketing-and-communication>

| Course Name | Course Units | Course Aim | Course Content | Course Objectives | Assessments Type, Length, Duration, pct%, Objectives met | Prerequisites |
|---|--------------|--|---|--|---|---|
| UO Communication Management in Practice | 4.5 | To extend the knowledge and skills gained in previous courses to deepen the understanding of the applied context of public communication, the use of media and the management of communication. | This course addresses current industry concerns and student demand relating to graduate readiness by providing students with an indepth understanding of critical business functions and skills, including budgeting, financial reporting, the processes of evaluation, consultancy practice, business development, presentation skills, entrepreneurship and leadership. While the course has a strong applied focus, students will also be required to demonstrate and apply knowledge and understanding of advanced communication theories, particularly in relation to networking, creative industry policies, communication technology and theories of persuasion. | 1) Apply developed business skills relating to communication management 2) Critique business practices and processes within the communication and media industries 3) Identify the leadership and entrepreneurial practices required in the communication management sector | 1) Case Study 1,350 words Proposal 1,350 words 60% 1,2,3 2) Presentation 1,800 words 40% 1,2,3 | Communication Research Methods |
| UO Integrated Marketing | 4.5 | In this course students will integrate their knowledge of marketing developed through participation in various courses into a comprehensive understanding of marketing as a part of overall business management. It also exposes students to the vagaries of competition and provides practical experience in dealing with this fundamental issue. | Marketing as a corporate philosophy; linking marketing to other business functions; introduction to the strategic marketing simulation; marketing management; budgeting for marketing; forecasting for business management and achieving corporate outcomes with marketing. | 1) Integrate the many concepts learned in specialised marketing courses into an overall understanding of marketing and business in a competitive environment. 2) Integrate marketing knowledge with other business concepts from economics, finance, accounting, human relations, and business management. 3) Design and apply a strategic marketing plan 4) Develop and apply skills in oral and written presentation and negotiation. 5) Demonstrate the ability to work successfully in a team to achieve autonomous and organisational objectives. 6) Demonstrate Business Enterprise Skills in the context of the Marketing discipline: i) Self-Management (advanced level); ii) Problem Solving (advanced level); iii) Teamwork (advanced level); iv) Written Communication (advanced level); and v) Oral Communication (advanced level). | 1) Report 3,500 words 60% 1,2,3,5,6 2) Team Presentation 25 minutes 40% 1,2,4,5,6 | Essentials of Marketing Planning Marketing Analytics |
| UO Branding | 4.5 | To equip students with key concepts and skills that underlie brand management that enable evidence-based decision making for routine brand management tasks. | History and importance of branding, How brands grow, Brand competition, Brand loyalty and heavy buying, Mental availability, Physical availability, Building brand equity and distinctive assets, Brand awareness, Positioning and differentiation, Segmentation and targeting, Premium luxury brands, Word-of-mouth, Managing the marketing mix variables of 'product', 'price', 'promotion' and 'distribution/physical availability' and Consideration of brand management from ethical and international perspectives. | 1) Examine marketing knowledge from the perspective of brand management. 2) Compare the quality of evidence available to support branding theories. 3) Identify brand marketing challenges and use of situation-specific evidence and factual data to make recommendations of how to grow a brand. 4) Demonstrate Business Enterprise Skills in the context of the Marketing discipline: i) Problem Solving (intermediate level); ii) Communication (advanced level); and iii) International Perspective (intermediate level). | 1) Report 1,800 words 40% 1,2,3,4 2) Report & Interview 1,200 words Interview 10 mins 60% 1,2,3,4 | UO Consumer Behaviour |

Bachelor of Marketing and Communication

For further information on this degree please refer to the degree page: <https://online.unisa.edu.au/degrees/bachelor-of-marketing-and-communication>

| Course Name | Course Units | Course Aim | Course Content | Course Objectives | Assessments Type, Length, Duration, pct%, Objectives met | Prerequisites |
|--------------------------------------|--------------|---|---|--|--|--|
| UO Integrated Communication Planning | 4.5 | To consolidate the knowledge and skills obtained by students in introductory and intermediate courses in a strategic communication context. | Students will develop an understanding of the integration, planning and management of key communication skills in an organisational context. The planning will be informed by organisational goals and extensive research and analysis of the situation, organisation, issues and publics. Advanced skills will be developed in the setting of communication goals and objectives, the development of strategies, tactics, budgets, and schedules, and the formation of measurement and evaluation plans. Consideration of relevant ethical, legal and social issues will be required, which will require students to apply and integrate theoretical knowledge and understanding in a practical context. | 1) Demonstrate an understanding of the knowledge and skills that inform strategic communication 2) Demonstrate skills to develop professional communication goals and objectives 3) Formulate strategies for two-way, multi-way communication with target publics 4) Create key messages and identify appropriate tactics for message delivery 5) Develop campaign budgets and schedules 6) Formulate strategies and tactics that take into account relevant legal and ethical considerations 7) Demonstrate an understanding of teamwork and how to deal with group dynamics | 1) Continuous assessment 1,800 words 40% 1,2,3,4,6,7 2) Project 2,700 words 60% 1,2,3,4,5,6,7 | Public Relations: Theory and Practice News and Social Media Connections |