UniSC

COURSE OUTLINE

CMN107 Communication for the Creative Professional

School: School of Business and Creative Industries

2025 | Semester 1

UniSC Sunshine Coast UniSC Moreton Bay	BLENDED LEARNING	Most of your course is on campus but you may be able to do some components of this course online.
Online	ONLINE	You can do this course without coming onto campus.

Please go to usc.edu.au 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

This course introduces students to the skills, concepts, and foundational theories of communication in academic and professional settings. It provides them with the opportunity to consider the 'big picture' components intrinsic to successful and ethical professional communication, including understanding communication in relation to aspects of power, agency, culture, and context. Students will learn practical skills foundational to excellent communication including active listening, reading, comprehension, and interpretation, as well as form and style of communication in diverse genres.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	12 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	12 times

1.3. Course Topics

What is communication?

Academic writing

Professional communication

Persuasive Communication

Oral Communication

Research and referencing

2. What level is this course?

> 100 Level (Introductory)

Engaging with discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Limited or no prerequisites. Normally, associated with the first full-time study 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?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Apply transportable, practical and technical communication skills and professional practices, in diverse and specific contexts, using independent and collaborative approaches.	Empowered
2 Apply writing and cultural skills to the field of communication.	Empowered
3 Build interpersonal skills through networks; add to critical discourse in communication.	Engaged
4 Recognise and evaluate ethical issues and justify chosen ethical communication practices.	Ethical

5. Am I eligible to enrol in this course?

Refer to the UniSC Glossary of terms for definitions of "pre-requisites, co-requisites and anti-requisites".

5.1. Pre-requisites

> Not applicable

5.2. Co-requisites

> Not applicable

5.3. Anti-requisites

> Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

> Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

> Standard Grading (GRD)

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

6.2. Details of early feedback on progress

In week 3, early drafts of your first assessment will reviewed by teaching staff. All oral presentations will have the opportunity to discuss assessment planning with teaching staff and receive feedback consultation.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Written Piece	Individual	20%	500-word email responding to stimuli material	Week 4	Online Assignment Submission with plagiarism check
All	2	Essay	Individual	40%	1200 word argumentative essay	Week 8	Online Assignment Submission with plagiarism check
All	3	Oral and Written Piece	Group	40%	10 minute group presentation and accompanying 800 word group (30%) and individual reflection (10%) and reference list	Week 12	In Class

All - Assessment Task 1: Written Email

GOAL:	The goal of this task is to apply your knowledge of different communication stimuli in the context of a professional communication scenario.		
PRODUCT:	Written Piece		
FORMAT:	You will develop a brief responsive written task in the form of a professional email to demonstrate active reading of a range of stimuli (provided on Canvas). The email should demonstrate clear application of email mode and accurate grammar and punctuation skills.		
CRITERIA:	No.		Learning Outcome assessed
	1	Problem solving through professional communication strategies.	① ③ ④
	2	Application of written and cultural skills to the field of communication.	① ②
	3	Application of transportable, practical and technical communication skills and professional practices (including email protocol, active listening and active reading).	①
GENERIC SKILLS:	Communication, Problem solving		

All - Assessment Task 2: Essay

GOAL:	The goal of this essay is to connect learnings in professional communication to social, cultural, political, or industry contexts.
PRODUCT:	Essay
FORMAT:	This essay provides you with opportunity to research the ways in which expert professional communication occurs in a variety of genres. The task is an individual research essay and is intended as argumentative essay for an academic audience. Your word limit includes list of references, in text references and quotations.

CRITERIA:	No.		Learning Outcome assessed
	1	Excellent argumentative essay writing skills, with strong analytical and research skills applied to the field of communication.	① ②
	2	Quality in transportable technical communication skills and professional practices, in diverse and specific contexts, using independent approaches.	① ② ④
	3	Recognition and evaluation of ethical issues and justification of chosen ethical communication practices.	④
	4	Application of critical discourse in communication.	② ③ ④
GENERIC SKILLS:	Communication, Problem solving, Organisation, Information literacy		

All - Assessment Task 3: Group presentation and individual reflection

GOAL:	The goal of this task is to provide an opportunity to practice research and presentation skills in a collaborative context. The presentation will explain an aspect of professional communication (options provided on Canvas) to the rest of the class in an audience-focused live or pre-recorded engaging group presentation.
PRODUCT:	Oral and Written Piece
FORMAT:	Present: Week 12. Your group will employ diverse communication modes using audio visual elements such accompanying video, audio, image as well as words to communicate with a specific, real world audience (options on Canvas). Your group will consist of 3 and 4 people. An accompanying group reflective written piece of 600 words will explain your group's choices, as well as the research behind the presentation and a reference list. A 200 word individual reflection will also be included. Groups are encouraged to be creative and accurate in the use of professional oral, audio visual, pictorial and written communication. There is a peer assessment. There is an option to create a video submission, but this is not mandatory, and in most cases, only available to online students. *Please note, in some circumstances such as when students are fully online, the presentation format will be negotiated with the Course Coordinator and tutor in advance.

CRITERIA:	No.		Learning Outcome assessed
	1	Quality in transportable technical communication skills and professional practices using collaborative approaches	① ②
	2	Application of audio visual, software and cultural skills to the field of communication.	②
	3	Ability to work collaboratively evidenced by self and peer assessment	③ ④
	4	Analysis and interpretation of professional communication and other relevant academic sources	②
GENERIC SKILLS:	Communication, Collaboration, Problem solving, Organisation, Applying technologies		

7. Directed study hours

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. Student workload is calculated at 12.5 learning hours per one unit.

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

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

8.1. Prescribed text(s) or course reader

> There are no required/recommended resources for this course.

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility 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 and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training 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 Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

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%; and
(b) The course is graded using the Standard Grading scale

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:
(a) One day: deduct 5%;
(b) Two days: deduct 10%;
(c) Three days: deduct 20%;
(d) Four days: deduct 40%;
(e) Five days: deduct 60%;
(f) Six days: deduct 80%;
(g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:
Less than 15 minutes: No penalty
From 15 minutes to 30 minutes: 20% penalty
More than 30 minutes: 100% penalty

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: 07 5430 1168 or using the SafeZone app. For general enquires contact the SafeUniSC team by phone 07 5456 3864 or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call 07 5430 1226 or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the Learning Advisers web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to Student Hub, email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, AccessAbility Services can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to Student Hub, email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. 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
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

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

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au