

# CMN231 Communication Campaign Planning

**School:** School of Business and Creative Industries

2023 | Semester 2

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](http://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

Communication campaigns are a feature of our everyday lives. This course introduces you to political, environmental, commercial, risk management and social action campaigns. As you develop your understanding of relevant theories around crisis communication, counter disinformation, power, and global issues, you will be introduced to the nuts and bolts of planning a campaign across a range of fields, such as government, not-for-profit, and business. You will learn the process of preparing researched campaign strategies to help communities and organisations solve a problem or raise awareness.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Learning materials</b> – Interactive online learning activities.	1.5hrs	Week 1	13 times
<b>Tutorial/Workshop 1</b> – Scheduled face to face workshops.	2hrs	Week 1	10 times
<b>ONLINE</b>			
<b>Learning materials</b> – Interactive online learning activities.	1.5hrs	Week 1	13 times
<b>Tutorial/Workshop 1</b> – Scheduled online workshops (Recorded).	2hrs	Week 1	10 times

### 1.3. Course Topics

Campaigning  
Digital media and campaigning  
Countering disinformation, global citizenry, crisis communication  
Campaign briefs, pitch, and delivery

## 2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

## 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	Transform public problems into prioritised concerns and opportunities for a range of clients .	Creative and critical thinker Empowered
2	Deploy theoretically-informed strategies to design ethical, evidence-based communication campaigns.	Ethical
3	Pitch campaign ideas and propositions effectively to a range of clients.	Creative and critical thinker Empowered

## 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

During the week 3 workshop session, your communication problem identification, campaign idea and client selection will be discussed for peer and tutor feedback and approval.

### 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	Group	35%	1400 words	Week 5	Online Assignment Submission with plagiarism check
All	2	Oral and Written Piece	Group	25%	20 minutes	Week 10	In Class
All	3	Report	Group	40%	3000 words	Week 13	Online Assignment Submission with plagiarism check

#### All - Assessment Task 1: Campaign Brief

<b>GOAL:</b>	This task has been designed to enable you to work as a consultancy team to proactively identify a public problem/issue/opportunity and develop a communication campaign brief for a prospective client.					
<b>PRODUCT:</b>	Written Piece					
<b>FORMAT:</b>	This task is to be completed in a professional public relations format. In a team of 2-3 members, you will identify an unmet public relations problem/opportunity for a prospective client through computer lab weekly research activities. You will invent a unique campaign proposition that you will spell out in a written brief to be developed further as a proposal and pitched to your prospective client in week 10. You will need to first work your idea with your own consultancy team in a collaborative fashion before being allowed to take it to the prospective client. This task will assist you with tasks 2 and 3.					
<b>CRITERIA:</b>	<b>No.</b>					<b>Learning Outcome assessed</b>
	1	Outline client 'problem' and target public(s)/audience				1 2
	2	Demonstration of secondary research of client, problem and preliminary campaign				1 2
	3	Explanation of client profile and impact of the campaign				1
	4	Clarity of structure and writing quality				1

#### All - Assessment Task 2: Campaign Pitch

<b>GOAL:</b>	This task enables you to continue to work in your consultancy team to pitch a strategic public relations campaign idea to an external client.					
<b>PRODUCT:</b>	Oral and Written Piece					
<b>FORMAT:</b>	You will pitch your idea professionally to a prospective client, hoping to win business. Your pitch will be developed based on a comprehensive strategic communication campaign proposal to help your chosen client overcome an identified problem and capitalise on it as an opportunity to enhance its reputation. Your campaign plan will be based on the RPACE formula. Weekly lab activities will workshop different aspects of this process and assist you with completing this task.					
<b>CRITERIA:</b>	<b>No.</b>					<b>Learning Outcome assessed</b>
	1	Introduction and explanation of roles and responsibilities				1 2 3
	2	Explanation of situation analysis				1 2
	3	Outlining of actions and evaluation strategies				1
	4	Explanation of logistics (timeline and budget)				1 3
	5	Overall presentation and attention to detail				3

### All - Assessment Task 3: Campaign Proposal

<b>GOAL:</b>	This task enables you to continue to work in your consultancy team to develop a written, evidence-based public relations campaign proposal for a prospective client.		
<b>PRODUCT:</b>	Report		
<b>FORMAT:</b>	Having professionally pitched and gained business, you will develop a comprehensive strategic communication campaign proposal to help your chosen client overcome an identified problem and capitalise on it as an opportunity to enhance its reputation. Your written campaign plan will be based on the RPACE formula.		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	1	Situational analysis with identification of the 'problem' and the 'solution' that the campaign delivers. Inclusion of the underlying principles of RPACE across the plan/proposal.	1 2
	2	Clearly set out proposal/plan for developing a campaign, including attention to the goals of the campaign and the actions to be carried out.	2
	3	Articulation of the client and your agency/role responsibilities, and a comprehensive schedule of 'actions' that form the campaign	1 2
	4	Well planned budget, timeline schedule and clear description of evaluation processes and handover	1 2
	5	Well organised plan with clarity of structure and written well.	1

## 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

Nil

## 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

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

### 10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

### 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](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email [safe@usc.edu.au](mailto: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](tel:0754301226) or email [studentwellbeing@usc.edu.au](mailto: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](mailto: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](mailto: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](mailto: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](mailto:studentcentral@usc.edu.au)