Unit Outline 2014
Faculty of Arts & Design

Corporate Communications
9492
This Unit Outline must be read in conjunction with:

a) *UC Student Guide to Policies*, which sets out University-wide policies and procedures, including information on matters such as plagiarism, grade descriptors, moderation, feedback and deferred exams, and is available at *(scroll to bottom of page)*

b) *UC Guide to Student Services*, and is available at *(scroll to bottom of page)*

c) Any additional information specified in section 6h.

1: **General Information**

1a Unit title
Corporate Communications

1b Unit number
9492

1c Teaching Period and year offered
Semester 2, 2014

1d Credit point value
3 credit points

1e Unit level
Second year

1f Name of Unit Convener and contact details (including telephone and email)

Dr Scott Rickard
Location: 9B35
Phone: 6201 2008
Email: scott.rickard@canberra.edu.au

1g Administrative contact details (including name, location, telephone and email)

Administration Assistant
Location: 9C6
Phone: 6201 2475
Email: FADadmin@canberra.edu.au
2: Academic Content

2a Unit description and learning outcomes

This unit offers students the opportunity to discuss and critically analyse the nature, value and approaches of effective corporate communication locally and globally and its role in enhancing corporate image, identity and reputation. The unit explores the theories and issues surrounding the role of public relations in corporate strategy and relations, international corporate relations, organisational communication, stakeholder engagement and community relations, corporate social responsibility and reputation management.

1. Demonstrate an understanding of the principles of corporate communication and its global role in the theoretical and practical landscape of public relations, and be able to express this understanding clearly through oral and written communication;
2. Identify, analyse and articulate the critical role of corporate communication within cultural, political and social contexts;
3. Demonstrate a capacity to work independently and with others, to understand and respect diverse opinions and to incorporate this understanding into oral and written work.

2b Generic skills

By the end of their course, graduates will have developed skills and attributes in:

1. Communication
   The ability to present knowledge, ideas and opinions effectively and communicate within and across professional and cultural boundaries

2. Analysis and inquiry
   The ability to gather information, and to analyse and evaluate information and situations in a systematic, creative and insightful way

3. Problem solving
   The ability to apply problem-solving processes in novel situations; to identify and analyse problems then formulate and implement solutions

4. Working independently and with others
   The ability to plan their own work, be self-directed, and use interpersonal skills and attitudes to work collaboratively

5. Professionalism and social responsibility
   The capacity and intention to use professional knowledge and skills ethically and responsibly, for the benefit of others and the environment

2c Prerequisites and/or co-requisites

None
3: Delivery of Unit and Timetable

3a Delivery mode

Lectures held face-to-face: Weeks 1 – 7, and Weeks 9 – 12.
The lecture and tutorial times for Week 13 are a drop-in period for the final assignment.

Tutorials held face-to-face: Weeks 2 – 7, and Weeks 10 - 12.
Independent student research and preparation time for Assignment 3: Week 9.
The lecture and tutorial times for Week 13 are a drop-in period for the final assignment.

3b Timetable of activities, such as lectures/ tutorials/ prakticals/ field classes, showing key dates and topics (Information might be provided in the form of a table)

<table>
<thead>
<tr>
<th>Week 1: Unit Introduction and Corporate Communication (Part 1)</th>
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</thead>
<tbody>
<tr>
<td>Tutorials:</td>
</tr>
</tbody>
</table>

Week 2: Corporate Communication (Part 2)

| Tutorials: | Week 2 – First tutorial – face to face Tutorial topic: Icebreaker, unit overview, Assessment 1, discussion about appropriate organisations for assignments. |

Week 3: Organisational Communication
<table>
<thead>
<tr>
<th>Week 4: Corporate Social Responsibility (CSR) Part 1</th>
</tr>
</thead>
</table>
| **Tutorials** | Face to face
Tutorial topic: Organisational Communication and Assessment 1
Assignment 1: Blog Post due Thursday @ midnight. |

<table>
<thead>
<tr>
<th>Week 5: Corporate Social Responsibility (CSR) Part 2</th>
</tr>
</thead>
</table>
| **Tutorials** | Face to face
Tutorial topic: Corporate Social Responsibility and Assessment 2 |

<table>
<thead>
<tr>
<th>Week 6: Internal communication/Employee relations (IC)</th>
</tr>
</thead>
</table>
| **Tutorials** | Face to face
Tutorial topic: Corporate Social Responsibility and Assessment 2 |

<table>
<thead>
<tr>
<th>Week 7: Community Relations (CR)</th>
</tr>
</thead>
</table>
Cox, R., 2013, Managing Conflict: Collaboration and Environmental Disputes, in *Environmental Communication in the Public Sphere*, SAGE. pp. 111-139. |


<table>
<thead>
<tr>
<th>Tutorials</th>
<th>Face to face</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tutorial topic: Internal Communications and Online Task</td>
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</tbody>
</table>

**Week 8: Mid semester break: No lectures or tutorials**

**Week 9:** PR Research – Qualitative, Quantitative & using social media

**Readings**


**Tutorials**

Online lecture and tutorial task

Assignment 2: Digital Media Profile due Thursday @ midnight. Preparatory tutorials for this assignment are held during Weeks 5-7 inclusive.

**Week 10:** International & Intercultural corporate communication & CSR

**Reading**


**Tutorials**

Face to face

Tutorial topic: PR Research and Assessment 3

**Week 11:** Diversity within the work place

**Reading**


**Tutorials**

Face to face

Tutorial topic: International & Intercultural corporate communication and Assessment 3

**Week 12:** Corporate Communication – drawing the threads together

**Reading**: No set reading this week

**Tutorials**

Face to face

Tutorial topic: International Corporate Communication & CSR, Diversity and Assessment 3

**Week 13:** No lecture but consultation by drop-in or appointment

**Tutorials**

The lecture and tutorial times for Week 13 are available for drop-in. Students are welcome to either make an appointment or to simply
drop-in during the advertised times. Please check Moodle for available times.

**Final assignment: Corporate Communication Report– 40% of final report mark**

<table>
<thead>
<tr>
<th>4: Unit Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4a Lists of required texts/readings</strong></td>
</tr>
<tr>
<td>For Unit readings and resources in the University of Canberra Library</td>
</tr>
<tr>
<td>Link to search page for Unit Readings (print materials)</td>
</tr>
<tr>
<td>Link to search page for eReserve (electronic materials)</td>
</tr>
</tbody>
</table>

**Key texts available through the library and Co-op bookshop:**


**Other readings that are very useful but not set texts this semester are:**


**Key theoretical text available on e-reserve:**


**Other useful readings:**


**Useful journals** that publish articles on Corporate Communications and specific aspects to it (all accessible through UC library)

- Public Relations Review (PRR)
- Journal of Communication Management (JOCM)
- International Journal of Strategic Communication (IJSC)
- Corporate Communications: An International Journal (CCIJ)
- Corporate Reputation Review

4b **Materials and equipment**

It is expected that students will bring along an Internet enabled device to each tutorial to assist them with tutorial tasks using the University’s Wifi. Alternatively students can pair up and share devices if necessary.

4c **Unit website**

To find your unit site online, login to [LearnOnline(Moodle)](http://learnonline.moodle) using your student ID.

5: **Assessment**

**Assessment approach:**

Students will be assessed against the relevant Learning Outcomes and Generic Skills for each assignment (see details below) and using the University’s ‘Descriptors of Grades’ available in the Student Guide to Policies at [http://www.canberra.edu.au/student-services/attachments/pdf-n-z/UCCOR0094_Student-Guide-to-Policies-2014_WEB.pdf](http://www.canberra.edu.au/student-services/attachments/pdf-n-z/UCCOR0094_Student-Guide-to-Policies-2014_WEB.pdf)

PR employers expect good writing so, remember that quality writing includes:

- Quality and originality of ideas.
- A demonstration of a logical argument (individual and overall) with a coherent structure.
- Good use of linking sentences.
- Written to correct word length.
- Clearly defined introduction and where necessary concluding statement.
- Style is clear and consistent.
- Sentences are complete, fluent and well-constructed.
- Correct spelling, punctuation and grammar.
- Correct application of referencing system.
5a Assessment overview

<table>
<thead>
<tr>
<th>Assessment item (including exams held in the exam period)</th>
<th>Due date of assignments</th>
<th>Weighting (total to equal 100%)</th>
<th>Addresses learning outcome(s)</th>
<th>Related generic skill(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog Post</td>
<td>End of Week 4 Midnight Thurs</td>
<td>30%</td>
<td>1, 2</td>
<td>1, 2, 3, 4</td>
</tr>
<tr>
<td>Digital Media Profile</td>
<td>End of Week 9 Midnight Thurs</td>
<td>30%</td>
<td>1, 2, 3</td>
<td>1 - 5</td>
</tr>
<tr>
<td>Final Report</td>
<td>End of Week 13 Midnight Thurs</td>
<td>40%</td>
<td>1, 2, 3</td>
<td>1 - 5</td>
</tr>
</tbody>
</table>

- All assignments MUST be submitted electronically to the Moodle site.
- No hardcopies are to be submitted.
- Grades and feedback will be returned using the Gradebook on Moodle.
- Students will be penalised 5% from the original submission day and time for each day that the assessment item is late.

Assessment Extensions: In the case of documented illness, misadventure or other extenuating circumstances, you will be granted an extension of time in which to complete the assessment. See Extension Request Policy on Moodle. Your request for an extension should be made in writing via email directly to the Unit Convenor (Dr Scott Rickard).

Requests for extensions due to work commitments, academic workload or lack of organization will not be considered. Your attendance at university is no different to a professional workplace commitment and therefore such requests will not be considered.

Students registered with UC AccessAbility do not need to contact the Unit Convenor directly. Simply have AccessAbility email the unit convenor detailing when the assessment will be submitted.

5b Details of each assessment item

Assessment Design

The assessment this semester has been designed so that each piece builds on from the previous one. An efficient approach is to choose an organization prior to the first assignment and build your knowledge of that organisation throughout the semester. Time will be provided in tutorials in Week 2 of the semester for discussion of appropriate organisations.

Organisations for the assignments

- It must be a large international/global organisation
- It can be from any sector; public, private or not-for-profit.
  - If it is an Australian public sector organisation then it must be at a federal level rather than a small state run entity. I have included the public sector for those who are working in it and want to write their assignments on their workplace. It may be difficult to obtain the necessary documents otherwise.
  - Many of our local not-for-profits do not meet the criteria. Organisations such as the UN, Red Cross, and Oxfam should. Please do not do your assignments on the RSPCA, WWF, Amnesty International or Greenpeace.
  - In order for you to complete all three assignments and provide flexibility for you to change your mind on the focus of the last assignment, the documents on the organisation’s website should include material on their:
New to PR?

Limited resources are available for students who are taking this unit as an elective and have no prior knowledge of PR. It is the responsibility of the student to fill in any gaps of knowledge.

For students who are taking this unit as an elective and wish to do some background reading about PR, the PR text Exploring Public Relations by Ralph Tench and Liz Yeomans is available in the UC library. Other key texts such as Chia & Synnott's An Introduction to Public Relations and Communication Management and Jim Macnamara's Public Relations. Theories, practices and critiques are also useful to read. Details for these texts can be found under 4a.

For students unfamiliar with PR theory a reference is provided in e-Reserve that outlines all the key theories. Details for it can be found under 4a. More details about each theory can be found by searching the library catalogue for articles and books by the relevant theorist.

Resources for Assignments:

In addition to weekly readings additional helpful readings for assignments are listed on the Moodle site under the week the assignment is due ie. Week 4, Week 9 and Week 13. These include report writing and an example of a Twitter typology. Book chapters are available on e-reserve under the relevant week (ie. Week 4, 9 and 13) and URLs are provided for online sources. Students are expected to source readings beyond the provided resources from the “Other Useful Readings” section in 4a and additional sources found online, book chapters and through the UC journal catalogue. Please read “Research Quality Expectations” under the final assignment area for clarification.

ASSIGNMENT 1: BLOG POST
DUE: Midnight Thursday (Week 4) (30% of Unit Grade)

About the assignment
Blog posts are a current trend among many professionals. They are a fast and efficient way to disseminate information with the added bonus of attracting a readership and as a result a professional profile. As a PR professional you may be required to write posts from a range of perspectives such as your organisation or your CEO. This assessment piece is to be written from your professional perspective as a practitioner.

Time will be provided during tutorials in Weeks 2 and 3 for discussion about this assessment item.

Details:
Find an example of corporate communication and write a blog post about how your example embodies aspects of corporate communications. A list of different types of ‘methods and activities’ of corporate communication will be provided on Moodle under Week 4. Using this list as a guide find an example to write about. The blog post should draw on the recommended overview readings in Weeks 1 –3. The blog post should be 500 words in length.

Blog post content: Your blog post should include:

• A title
• A definition of corporate communications
• A photo/image of your example (or it could be a screenshot) is to be included in your assignment.
• An analysis of how your example fits within corporate communication and the campaign it is part of.

Referencing: This is a professional document and therefore NO formal referencing system such as APA or Harvard is to be used. Ie no in-text citations as per essays OR reference list at the end. This type of referencing is inappropriate on a blog.

Hyperlinks are the appropriate form of citation (if you need an analogy) in blog posts. If you do not include hyperlinks in your blog post it will be considered plagiarism and dealt with accordingly.

As a professional document hyperlinks are expected in your blog post for the following items:
- The organisation about which you are writing
- Any authors who you might cite in your blog post
PLUS any other relevant links such as
- Other relevant commentary on the issue and any news story/article (etc) that you refer to in your post
- Other organisations you refer to in your post

Word Limit: +/- 5%

Formatting: Please keep the formatting of the final pdf/word doc simple. The report should be a single sheet, with a white background, and plain text. A plain font such as Times New Roman or Arial should be used. Font size should be 12.

Submission: Please submit the pdf or word doc for assessment through the “Assignment 1: Blog post” Dropbox on Moodle under Week 4.

ASSessment CRITERIA
Learning Outcome 1 35%
Learning Outcome 2 35%
Clear, accurate and analytical writing 30%

Assignment 2: Digital Media Profile
Due: Midnight Thursday (Week 9) (30% of Unit Grade)

About the assignment
Understanding the digital media profile of your organisation is an important role of a PR practitioner. The digital media profile of your organisation is an important part of branding, raising awareness (for a particular cause or campaign), identifying people of influence and it also provides you will opportunities to learn more about your stakeholders and publics.

Details
Using your chosen organisation prepare a 1,000 word short report about the digital media profile of your organisation. This is to assist you in understanding your organisation, their stakeholders and publics and how your organisation manages external communication. Please do not include a Table of Contents or an Executive Summary. A reading on report writing is listed under Week 9 on the Moodle site and is available through e-reserve.

The report should include two sections:

1. Overview
   a. Organisation’s Social Media
i. A section that details the different digital social media tools that the organisation uses e.g. Twitter, Facebook, Instagram etc. This may be in point form. It should include any direct URLs or handles that the organisation uses.

2. Reflective piece (the majority of the word count 700+)
a. Students should discuss what they learnt about the corporate communication practices of their organisation through their social media research. For students who studied 9034 Digital PR & Media Relations this assignment should progress your understanding of social media. In particular Twitter and how organisations use it.
   i. Students are expected to create a Twitter account and to follow their organisation on it. If you wish to also study how your organisation uses another platform in addition to Twitter, such as Instagram, then please do so. You are not limited to Twitter only. However, you must study Twitter as part of this assignment.
   ii. Please only follow your organisation on Twitter. It is not required (and not suggested) that you tweet your organisation but merely follow it so that you begin to learn how they communicate using social media.
   b. From your Twitter observations, create a typology of tweets for your organisation. A reading URL has been provided under Week 9 on Moodle to show you an example of a typology in relation to Twitter. Further assistance will be provided in lectures and tutorials.
   c. Reflect on the typology of tweets and include other reflective points to demonstrate what you have learnt about Twitter in the professional sphere. The following points are to be used as a guide for your reflective piece. You are not limited to these points:
      i. Are any key staff of your organisation also on Twitter? If so, do they tweet regularly? What do they tweet about?
      ii. Who retweets information about your organisation? Could they be considered a person of influence?
      iii. What information does your organisation “favourite” on Twitter?
      iv. Which tweets by your organisation are favourited by others?
      v. What hashtags does your organisation use? Or do people use about your organisation?
      vi. How does the number of followers on your organisation’s Twitter account compare with other similar organisations?
      vii. What partnerships has your organisation mentioned on Twitter (if any)? Perhaps another organisation has paired up with your organisation and mentioned your organisation in their tweet?

Time will be provided during tutorials in Weeks 5, 6 and 7 for discussion about this assessment item.

Word Limit: +/- 5%
Referencing: Please use APA or Harvard. Check the UC Library website if you are unsure of how to cite material and what should be cited. URL: http://canberra.libguides.com/referencing
Formatting: Please keep the formatting of the final pdf/word doc simple. The report should be a single sheet, with a white background, and plain text. A plain font such as Times New Roman or Arial should be used. Font size should be 12.
Submission: Submit the pdf or word doc for assessment through the “Assignment 2: Digital Media Profile” Dropbox on Moodle under Week 9.

<table>
<thead>
<tr>
<th>ASSESSMENT CRITERIA</th>
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<tbody>
<tr>
<td>Learning Outcome 1</td>
<td>35%</td>
</tr>
<tr>
<td>Learning Outcome 2</td>
<td>35%</td>
</tr>
<tr>
<td>Clear, accurate and analytical writing</td>
<td>30%</td>
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</table>
ASSIGNMENT 3: CORPORATE COMMUNICATIONS REPORT

Important timeframes to note
To allow sufficient time to prepare the final assignment students must commit to a question and focus by tutorials in Week 10. Time will be provided in face-to-face tutorials in Week 2 for discussion regarding suitable organisations. Additional discussion time will be provided in tutorials in Weeks 10 - 12 for the final report.

About the assignment
This assignment is designed to extend your knowledge of your organisation and the key areas of public relations such as Corporate Social Responsibility, Community Relations and Internal Communication that we are discussing this semester. Through studying your chosen organisation (and other case studies and examples that you may uncover along the way) you should build knowledge and understanding of the various ways PR can be used in these key areas.

Details for Report:
The report must focus on an aspect of Corporate Social Responsibility, or Community Relations, or Internal Communications for your organisation. Students must also choose one approach for their report from the following table:

<table>
<thead>
<tr>
<th>Approach</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Outline a campaign and provide an analytical discussion about the success or not of the campaign</td>
</tr>
<tr>
<td>2.</td>
<td>An analytical discussion of challenges</td>
</tr>
<tr>
<td>3.</td>
<td>An analytical discussion of how your organisation manages a focus</td>
</tr>
<tr>
<td>4.</td>
<td>An analytical discussion about how a focus relates to a particular public</td>
</tr>
</tbody>
</table>

Compare and contrast or multiple examples
Students may elect to draw on a range of examples from a single organisation (simple compare and contrast) OR two or more organisations (multiple examples). Students must make it clear at the beginning of the report as to which approach they are taking.

Report Length
The report is to be 2,000 words in length (excluding references). The referencing style is APA or Harvard in-text citation. If you are unfamiliar with these referencing styles please use the links provided in the library at [http://canberra.libguides.com/referencing](http://canberra.libguides.com/referencing).

Topic examples: If students do not wish to choose their own focus and approach then the examples below may be used for their report.

1. Discuss how your CEO is represented in the media and how this may present PR challenges for your organisation. These challenges may be internal or external or a combination of both.
2. Discuss how community relations is managed by your organisation. Compare and contrast it with one other organisation or choose a range of examples to best illustrate your argument.
3. Take an aspect of CSR such as environmental responsibility and discuss the affect this may have on a public relevant to your organisation. Present examples on how other organisations have conducted their communication programs as part of the discussion.

Content to be included in report:
It is expected that reports will contain at a minimum the following elements:

1. A title
2. A definition of the focus you are taking; corporate social responsibility, community relations, or internal communications including appropriate citations
3. A comparison between one or more organisations.
4. Whether this is an internal or external communication program focus
5. Identification of publics and stakeholders for your approach.
6. An approach (choose one of these as per table above):
   o An outline of a campaign and particular successful elements (as in example 1) OR
   o A discussion of challenges (as in example 1) OR
   o A discussion of how your organisation manages a particular focus (as in example 2) OR
   o A discussion about how this relates to a particular public (as in example 3)
7. Students must identify one of the key PR theories and integrate it into part of their report. This must NOT be a separate section.
8. Please do not include a Table of Contents or an Executive Summary.

**Research quality expectations**

To provide an in-depth and quality report students should include material that demonstrates a broad range of research. Material may be drawn from (but should not rely on just one source):

- Articles from newspapers (i.e. The Australian) and online news blogs (i.e. The Conversation)
- Business magazines, websites, and blogs
- Journal articles
- Book chapters
- Online journals
- Industry blog posts
- Case studies (that can be found in journal articles, text books and online blogs)
- Government publications
- Organisation annual reports and other appropriate publications

*Time will be provided during tutorials in Weeks 9-12 for discussion about this assessment item.*

**Word Limit:** +/- 5%

**Referencing:** Please use APA or Harvard. Check the UC Library website if you are unsure of how to cite material and what should be cited. URL: [http://canberra.libguides.com/referencing](http://canberra.libguides.com/referencing)

**Formatting:** Please keep the formatting of the final pdf/word doc simple. The report should be a single sheet, with a white background, and plain text. A plain font such as Times New Roman or Arial should be used. Font size should be 12. Organisation logos, charts and other graphics that add to the understanding of the content may be included but no design elements such as coloured backgrounds and borders.

**Submission:** Please submit the pdf or word doc for assessment through the “Assignment 3: Final Assignment” Dropbox on Moodle under Week 13.

<table>
<thead>
<tr>
<th>ASSESSMENT CRITERIA</th>
<th>Weight</th>
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</thead>
<tbody>
<tr>
<td>Learning Outcome 1</td>
<td>35%</td>
</tr>
<tr>
<td>Learning Outcome 2</td>
<td>35%</td>
</tr>
<tr>
<td>Clear, accurate and analytical writing</td>
<td>30%</td>
</tr>
</tbody>
</table>

5c **Submission of assessment items**

All assessment items to be submitted online via the unit Moodle site.

The Student ID number should be included as a header. No student name should be included.
on the assignment as Moodle automatically pairs the assignment with the student name as the assignment is submitted. This makes inclusion of your name in the document unnecessary. Including your name also prevents blind-marking. In this unit all assignments will be randomly allocated to a tutor for blind-marking. It is not guaranteed that your tutor will mark your assignment.

In this Unit when submitting your assignment to Moodle it is assumed that you are familiar with the UC Policy on UC Student Guide to Policies, which sets out University-wide policies and procedures, including information on matters such as plagiarism, grade descriptors, moderation, feedback and deferred exams, and is available at (scroll to bottom of page) HTTP://WWW.CANBERRA.EDU.AU/STUDENT-SERVICES

It is also assumed that the work submitted is entirely your own. If any plagiarism is detected University-wide procedures will be implemented. Therefore it is assumed that for each submitted assignment you agree to the following:

I certify that:
• the attached assignment is my own work and no part of this work has been written for me by any other person except where such collaboration has been authorised by the lecturer/s concerned;
• material drawn from other sources has been fully acknowledged as to author/creator, source and other bibliographic details according to unit-specific requirements for referencing; and
• no part of this work has been submitted for assessment in any other unit in this or another Faculty except where authorised by the lecturer/s concerned.

5d Special assessment requirements
(For year-long units only - when credit points are not counted until completion of the second unit. Delete for other units): Students enrolled in year-long units (consisting of a part A and part B unit code) will be allocated a continuing grade (CNTY) on completion of part A. Once the student has completed part B, the grade for part A will be updated such that the grades for the two unit codes are the same.

5e Supplementary assessment
If you fail this unit and are a final semester, third year student you may be eligible for supplementary assessment. Please refer to the UC SUPPLEMENTARY ASSESSMENT POLICY for eligibility. When results are released at the end of semester through the UC student portal, please contact the Unit Convenor via email to discuss the possibility of a supplementary assessment item.

5f Academic Integrity
Students have a responsibility to uphold University standards on ethical scholarship. Good scholarship involves building on the work of others and use of others’ work must be acknowledged with proper attribution made. Cheating, plagiarism, and falsification of data are dishonest practices that contravene academic values.

The Academic Skills Centre provides opportunities to enhance student understanding of academic integrity.

5f Text-matching software
The University of Canberra has available, through LearnOnline (Moodle), text-matching software that helps students and staff reduce plagiarism and improve understandings of academic integrity. Known as URKUND, the software matches submitted text in student assignments against material from various sources: the internet, published books and journals, and previously submitted student texts. CLICK HERE FOR FURTHER INFORMATION ON THE URKUND TEXT-MATCHING SOFTWARE.
6: **Student Responsibility**

6a **Workload**
The amount of time you will need to spend on study in this unit will depend on a number of factors including your prior knowledge, learning skill level and learning style. Nevertheless, in planning your time commitments you should note that for a 3cp unit the total notional workload over the semester or term is assumed to be 150 hours. These hours include time spent in classes. The total workload for units of different credit point value should vary proportionally. For example, for a 6cp unit the total notional workload over a semester or term is assumed to be 300 hours.

6b **Special needs**
Students who need assistance in undertaking the unit because of disability or other circumstances should inform their Unit Convener or [UC AccessAbility](#) as soon as possible so the necessary arrangements can be made.

6c **Participation requirements**
We are dealing with the basic skills you will need to work as a beginning public relations professional – skills that employers will demand of you from Day 1. You will not develop these basic skills unless you are engaged in all aspects of the unit.

Students are strongly advised to attend lectures (and revise them by listening online) and to participate actively in tutorial discussions.

From our experience, there is a significant link between a student’s attendance/participation, and the quality of their learning outcomes demonstrated by the submitted assessable project components.

6d **Withdrawal**
If you are planning to withdraw please discuss with your unit convener. Please see [Withdrawal of Units](#) for further information on deadlines.

6e **Required IT skills**
Students are expected to be able to send emails, use Moodle, use the library catalogue, use search functions such as Google, and bring along their own Internet enabled computing device to each tutorial.

6f **In-Unit Costs**
(Note: To calculate your unit fees see: [How do I calculate my fees?](#). The online [UC Co-op Textbook Search](#) is available for purchasing text books.)

6g **Work placements, internships or practicums**

6h **Additional information**
7:  **Student Feedback**

All students enrolled in this unit will have an opportunity to provide anonymous feedback on the unit at the end of the Semester via the Unit Satisfaction Survey (USS) which you can access by logging into MyUC via the UC homepage: [http://www.canberra.edu.au/home/](http://www.canberra.edu.au/home/). Your lecturer or tutor may also invite you to provide more detailed feedback on their teaching through an anonymous questionnaire.

8:  **Authority of this Unit Outline**

Any change to the information contained in Section 2 (Academic content), and Section 5 (Assessment) of this document, will only be made by the Unit Convener if the written agreement of Head of Discipline and a majority of students has been obtained; and if written advice of the change is then provided on the unit site in the learning management system. If this is not possible, written advice of the change must be then forwarded to each student enrolled in the unit at their registered term address. Any individual student who believes him/herself to be disadvantaged by a change is encouraged to discuss the matter with the Unit Convener.