166-526 Managing Communications & the Media

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: May, - Taught on campus.
Time Commitment:	Contact Hours: 2, 3, 9, 10 May. Total Time Commitment: Not available
Prerequisites:	Admission to the Master of Public Policy and Management, Master of Social Policy or Master of Criminology (100 point programs).
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry. It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability
Coordinator:	Dr Denis Joseph Andrew Muller
Contact:	Dr. Denis Muller dmuller@unimelb.edu.au
Subject Overview:	This is a skills rather than a theoretical subject. It has two themes: how to understand and manage the media from the perspective of a communications manager, and how to build a communications strategy into the development of policy. While it is designed mainly for people working or hoping to work in the public sector, it is relevant too to the private sector, NGOs and the not-for-profit sector. It begins by outlining press theory and the accountability and ethical systems within which the Australian media operate. It then deals with how the media operate, how they make decisions, and how these operational realities can be effectively managed. The second part of the course deals with stakeholder management, creation of key messages and building of a media strategy. Skills such as writing of media materials and use of public opinion research are taught.
Objectives:	Students who successfully complete this subject should... # have a sound grasp of the basics of communication theory; # have a broad understanding of the role of the media in various political systems; # have a deep understanding of the role of the media in a Western capitalist democracy; # have a thorough understanding of media operations in Australia and the means for dealing with them; # be informed of processes within the public sector for dealing with media; # be equipped with the applied skills of planning and conducting operations involving media; # be equipped to design and implement a comprehensive communications strategy in a public sector setting.

Assessment:	A communications strategy of 5000 words, including some media materials and the outline of a research plan (due during the examination period).
Prescribed Texts:	Prescribed Texts: A subject reader will be available.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	# demonstrate competence in critical, creative and theoretical thinking through seminar discussion and presentations, conceptualising theoretical problems, forming judgements and arguments from conflicting evidence, and by critical analysis; # demonstrate proficiency in the application of policy analysis skills to empirical problems; # demonstrate an understanding of the academic protocols of research and presentation; # demonstrate the ability to write clearly for specific audience purposes.
Notes:	*Formerly available as 166-072 and 166-455. Students who have completed 166-072 or 166-455 are not eligible to enrol in this subject.*
Related Course(s):	Bachelor of Public Policy and Management(Honours) Master of Criminology (CWT) Master of Global Media Communication Master of Public Policy and Management (Coursework) Master of Social Policy
Related Majors/Minors/ Specialisations:	Public Policy and Management Public Policy and Management