

MGMT90132 Professional Communication

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: July, Parkville - Taught on campus.
Time Commitment:	Contact Hours: Total 24 hours (intensive) Total Time Commitment: Total 120 hours
Prerequisites:	none
Corequisites:	none
Recommended Background Knowledge:	none
Non Allowed Subjects:	none
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this course are articulated in the Course Description, Course Objectives and Generic Skills of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Contact:	davismr@unimelb.edu.au
Subject Overview:	This subject introduces students to the fundamentals of successful communication in professional contexts. It focuses on both written and oral communications and canvases the full range of contemporary communications skills and media. These include public speaking and presentation skills, communication for leadership, negotiation and conflict resolution skills, communication skills for electronic and print local and mass media, graphic communication, interpersonal communication, cross-cultural communication, public relations skills, and legal considerations, in a range of forms such as electronic documents, project reports, media releases, letters, presentations, advertising and promotional copy, and marketing and public relations documents. The subject equips students with a critical understanding of the role of communications within and between organisations, and with practical tools of effective communication, with a particular emphasis on leadership.
Objectives:	<ul style="list-style-type: none"> # The subject will teach high level, transportable, practical communication skills across a range of traditional and new media. # These will include interpersonal presentation skills, writing skills, software skills, and cultural skills. # An emphasis will be placed on the modalities of addressing different audiences on different occasions (from personal communication skills to pitching to public speaking, to writing press releases). # The subject will give students an understanding of the history of and future of communication. # An emphasis will be placed on information literacy and understanding the nature and veracity of sources. # There will be an emphasis on understanding the communication of others, and meeting the challenges of global communication, through critical discourse analysis and intercultural communication skills. # The subject will cover basic ethical and legal matters to do with communications, such as intellectual property, copyright, privacy and defamation.
Assessment:	Development and presentation of an organisational report, 2000 words, 40 per cent (due during teaching period). Evaluation of an existing communications strategy, 3000 words, 60 per cent (due 2 weeks after end of teaching period).
Prescribed Texts:	Eunson, Baden, (2008) C21: Communicating in the 21 st Century, 2 ed, Milton, Qld: Wiley.
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:	<ul style="list-style-type: none"> # High-level written and oral communication skills through contribution to class discussions and the completion of assignments. # A capacity for effective teamwork through group discussions and assignments. # Skills in research through the preparation of class papers and assignments, including the use of online and print-based materials. # Skills in time management and planning through managing workloads for recommended reading, tutorial presentations and assessment requirements. # A capacity for critical thinking and theoretical analysis through readings, discussion and class exercises.
Related Majors/Minors/ Specialisations:	<p>100 point program - full time over 12 months 200 point program - full time over 18 months 200 point program - full time over 24 months</p>