

PUBL90004 Business and Professional Communications

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. On campus
Time Commitment:	Contact Hours: 2 Total Time Commitment: 120
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	None
Coordinator:	Dr Mark Davis
Contact:	Mark Davis davismr@unimelb.edu.au (mailto:davismr@unimelb.edu.au)
Subject Overview:	This subject is concerned with the elements of successful communication in business and professional contexts. It introduces students to key business communications skills, focusing on both written and oral communications. The subject explores pertinent organisational and communication theories, which provide the context for a practical introduction to effective oral and written communication in a range of forms, including presentations, letters, advertising and promotional copy, electronic documents, project reports, media releases and marketing and public relations documents. The subject provides students with a critical understanding of the role of communications within the organisation and with the practical tools of effective communication and negotiation. Guest lecturers will provide insight into current business and professional communications practice.
Objectives:	<ul style="list-style-type: none"> # have a theoretical understanding and a grounding in current theoretical approaches to communication in the workplace and their application to practice; and # be able to think critically and have the ability to create, assess, review and revise business and professional writing based on sound principles.
Assessment:	A 10-minute oral presentation 10% (due at workshops throughout the semester), a written proposal of 1500 words 25% (due after workshops throughout the semester), a communication strategy outline and folio of 3000 words 55% (due at the end of semester). Tutorial participation 10%.
Prescribed Texts:	TBA
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"> # have acquired research skills and be competent in the use of library resources, online information and other sources, and the ability to define areas of inquiry and the research methods appropriate to them; # have communication skills and an understanding of a wide range of forms of both oral and written communication, their generic requirements and their appropriate deployment in professional and business environments; and

	# have acquired time management and planning skills and have the ability to organise workloads, meet deadlines and engage in self-directed learning.
Notes:	This subject is only available to students enrolled in the Publishing and Communications program, Media and Communication honours or MA programs. Students enrolled in other cognate postgraduate programs may seek approval from the course coordinator.
Related Course(s):	Master of Arts (Science, Communication and Society) Master of Publishing and Communications Postgraduate Certificate in Arts (Editing and Communications) Postgraduate Diploma in Arts (Editing and Communications)