

## PPMN90029 Managing Communications & the Media

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| <b>Credit Points:</b>                    | 12.50   |
| <b>Level:</b>                            | 9 (Graduate/Postgraduate)   |
| <b>Dates &amp; Locations:</b>            | 2011, Parkville<br>This subject commences in the following study period/s:<br>May, Parkville - Taught on campus.<br>Intensive   |
| <b>Time Commitment:</b>                  | Contact Hours: This subject will be taught as an intensive program from 9.00am to 5.00pm on 7, 8, 14 & 15 May 2011. Total Time Commitment: Not available  |
| <b>Prerequisites:</b>                    | None  |
| <b>Corequisites:</b>                     | None  |
| <b>Recommended Background Knowledge:</b> | Public Policy or Politics and International Studies at Undergraduate level  |
| <b>Non Allowed Subjects:</b>             | 166-526 Managing Communications and the Media   |
| <b>Core Participation Requirements:</b>  | For the purposes of considering request for Reasonable Adjustments under the disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements 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: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>  |
| <b>Coordinator:</b>                      | Dr Denis Muller   |
| <b>Contact:</b>                          | Mr. Denis Muller <a href="mailto:dmuller@unimelb.edu.au">dmuller@unimelb.edu.au</a>   |
| <b>Subject Overview:</b>                 | 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. |
| <b>Objectives:</b>                       | Students who successfully complete this subject should... <ul style="list-style-type: none"> <li># have a sound grasp of the basics of communication theory.</li> <li># have a broad understanding of the role of the media in various political systems.</li> <li># have a deep understanding of the role of the media in a Western capitalist democracy.</li> <li># have a thorough understanding of media operations in Australia and the means for dealing with them.</li> <li># be informed of processes within the public sector for dealing with media.</li> <li># be equipped with the applied skills of planning and conducting operations involving media.</li> <li># be equipped to design and implement a comprehensive communications strategy in a public sector setting.</li> </ul>  |
| <b>Assessment:</b>                       | A communications strategy of 5000 words, including some media materials and the outline of a research plan (due during the examination period). Hurdle Requirement: As this is an Intensively-taught subject, Lecture/Seminar attendance is compulsory on all 4 days. Students who fail to meet this hurdle requirement will be deemed ineligible to submit the final piece of assessment for this subject. Regular participation in class is required. Assessment submitted late without an approved extension will be penalised at 2% per working day. In-class tasks   |

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|   | missed without approval will not be marked. All pieces of written work must be submitted to pass this subject.   |
| <b>Prescribed Texts:</b>                      | Readings will be available via the subject's LMS site.   |
| <b>Breadth Options:</b>                       | This subject is not available as a breadth subject.  |
| <b>Fees Information:</b>                      | Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>  |
| <b>Generic Skills:</b>                        | <ul style="list-style-type: none"> <li># 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.</li> <li># demonstrate proficiency in the application of policy analysis skills to empirical problems.</li> <li># demonstrate an understanding of the academic protocols of research and presentation.</li> <li># demonstrate the ability to write clearly for specific audience purposes.</li> </ul> |
| <b>Related Course(s):</b>                     | Master of Public Policy and Management (Coursework)<br>Master of Social Policy<br>Postgraduate Certificate in Arts (Public Policy and Management)  |
| <b>Related Majors/Minors/Specialisations:</b> | Education<br>Governance, Policy and Communication<br>Public Policy and Management<br>Public Policy and Management  |