

PUBL90004 Business and Professional Communications

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2013, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. 2 hour seminar per week
Time Commitment:	Contact Hours: 2 Total Time Commitment: 120
Prerequisites:	Admission to the postgraduate certificate or diploma in Publishing and Communications, Master of Publishing and Communications, Master of Creative Writing, Publishing and Communications
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 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: http://www.services.unimelb.edu.au/disability/
Coordinator:	Mr Emmett Stinson
Contact:	Emmett Stinson stinsone@unimelb.edu.au (mailto:stinsone@unimelb.edu.au)
Subject Overview:	This subject studies the elements of successful communication in business and professional contexts - and these elements also translate into one's personal communication. We study key skills, both written and oral, and take a resolutely practical approach to communication in all forms, including presentations, copywriting, emailing, project reports, media releases and marketing and public relations. We examine the role of communication within the organisation and develop practical tools for effective communication and negotiation. We use practical examples to develop our ability to build rapport, our presentation skills and our body language.
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 seven minute oral presentation equivalent to 500 words 15% (due at workshops throughout the semester), a written proposal of 1500 words 25% (due a week after the oral presentation), a communication strategy outline and folio of 3000 words 55% (due in the examination period). Students are required to attend a minimum of 80% (or 10 out of 12) classes in order to qualify to have their written work assessed. Any student who fails to meet this hurdle without valid reason will not be eligible to pass the subject. All required written work must be submitted in order to pass the subject. Essays submitted after the due date without an extension will be penalised 2% per day. Essays submitted after two weeks of the assessment due date without a formally approved application for special consideration or an extension will only be marked on a pass/fail basis if accepted.

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:	<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:	Students enrolled in a cognate postgraduate program may seek approval from the course coordinator.
Related Course(s):	Postgraduate Certificate in Arts (Editing and Communications) Postgraduate Diploma in Arts (Editing and Communications)
Related Majors/Minors/ Specialisations:	150 Point Master of Publishing and Communications 200 Point Master of Publishing and Communications