

## PUBL90004 Business and Professional Communications

<b>Credit Points:</b>	12.5
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2016, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: 24 hours : a 2 hour seminar per week throughout semester. Total Time Commitment: 170 hours
<b>Prerequisites:</b>	Admission to the Graduate Certificate in Publishing and Communication (Advanced), Graduate Diploma in Publishing and Communications (Advanced), Master of Publishing and Communications, or Master of Creative Writing, Publishing and Editing.
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<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 Mark Davis
<b>Contact:</b>	<a href="mailto:rose.michael@unimelb.edu.au">rose.michael@unimelb.edu.au</a> ( <a href="https://mce_host/faces/htdocs/rose.michael@unimelb.edu.au">https://mce_host/faces/htdocs/rose.michael@unimelb.edu.au</a> )
<b>Subject Overview:</b>	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.
<b>Learning Outcomes:</b>	<ul style="list-style-type: none"> <li># have a theoretical understanding and a grounding in current theoretical approaches to communication in the workplace and their application to practice; and</li> <li># be able to think critically and have the ability to create, assess, review and revise business and professional writing based on sound principles.</li> </ul>
<b>Assessment:</b>	A collaboratively produced presentation and report, equivalent to 2000 words (40%) due mid-semester and a 3000 word report (60%) due in the exam period. Students are required to attend a minimum of 80% of classes in order to pass the subject.
<b>Prescribed Texts:</b>	A subject reader will be available.
<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># 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;</li> <li># 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</li> <li># have acquired time management and planning skills and have the ability to organise workloads, meet deadlines and engage in self-directed learning.</li> </ul>
<b>Notes:</b>	Students enrolled in a cognate postgraduate program may seek approval from the course coordinator.
<b>Related Course(s):</b>	Graduate Certificate in Publishing and Communications (Advanced) Graduate Diploma in Publishing and Communications (Advanced) Postgraduate Certificate in Arts (Editing and Communications) Postgraduate Diploma in Arts (Editing and Communications)
<b>Related Majors/Minors/ Specialisations:</b>	100 Point Master of Publishing and Communications 150 Point Master of Publishing and Communications 150 point Master of Marketing Communications 200 Point Master of Publishing and Communications 200 point Master of Marketing Communications