

MODULE OUTLINES

COMM2894 CONTEMPORARY ASIAN MODERNITIES

In this course, you will examine a range of important issues around the political, economic, media and communication, and cultural developments of contemporary Asia against the supposedly universal values of Western modernity from a comparative perspective.

This exploration will improve your understanding of both Asian and Western modernities and equip them with the key knowledge to engage with Asia in your professional practice.

COMM2891 ASIAN MEDIA AND COMMUNICATION

In this course, you will examine media and communication in Asia in the age of digitisation and globalisation.

You will be introduced to a range of theoretical approaches and the application in the Asian media and communication practices. Those approaches include comparative media theories, journalism and propaganda, media control and monopolization, media convergence, new/social media and networked society. You will also explore media and communication practices from the perspectives of the government, the industry, and the public and individual citizens in both local and global contexts.

COMM2283 FOUNDATIONS OF PUBLIC RELATIONS

This course introduces you to the history, principles and practice of public relations in a global context. You will look at prominent areas of PR practice and specialisation, and consider environments in which PR practitioners work, relating them to ethical dimensions for the practitioner, the PR industry and society. In this course you will also examine major issues facing the PR industry, including current/recent international trends and developments.

MKTG1315 INTRODUCTION TO ADVERTISING

The purpose of this course is to give you an overview of the advertising industry, its functions and practices, and an appreciation of its place within the broader communications context.

In the course you will analyse and discuss examples of advertising, discovering best practice in the advertising industry, and exploring the processes involved in creating campaigns.

You will examine advertising practice and processes: advertising agencies, advertising professional roles, advertising clients, target audiences, media, and strategic and creative thinking. An historical analysis sheds light on the important role social forces have played in the evolution of advertising.

COMM2732 MAKING MEDIA

In this course you will learn to create media, individually and collaboratively, and to situate and evaluate your work in relation to contemporary industry and academic contexts. You will also be introduced to the practices and values that inform a studio-based learning model.

COMM2440 GENERAL NEWS REPORTING

In this course you will acquire and develop knowledge of the role of journalism in democratic societies. You will be introduced to practical journalistic activities, news gathering, reporting and writing. This course prepares you for more advanced journalism courses by exploring journalism's basic functions, and best professional practices, and how they converge in the modern newsroom.

COMM2847 PROFESSIONAL COMMUNICATION FOUNDATIONS

This course provides you with a foundation to the media and communication industries covered in the Professional Communication program, with a focus on interdisciplinarity. You will explore the core concepts and theories in the study of communication, and be introduced to industry practices, creative idea development and applied project work. You will examine professional communication processes, practices, and perspectives, and investigate the way communication operates in different social, cultural, political, ethical, and organisational contexts. Through a series of workshops and case studies you will examine industry trends and tensions, and develop your understanding about interdisciplinarity, and the intersections between the disciplines of advertising, journalism, media production, and public relations. This course emphasises the importance of audience, purpose, and context as essential structuring elements in communication, and encourages creative, innovative, resilient, ethical, and collaborative professional practices.

GRAP2504 CREATIVE ADVERTISING

Here is your chance to look into the world of advertising and discover what it is that art directors and copywriters really do. You will also explore the question of whether advertising really needs to be creative in order to be effective?

In this course, you will investigate creativity theory and the processes used by advertising creatives as well as generating your own creative solutions (both written and visual) to communication problems. You'll follow the formation of an advertising campaign from the preparation of the creative brief to the development of a creative strategy and end up with a folio of creative ideas that work across a variety of media, for a range of target audiences.

COMM2846 ISSUES, RISK AND CRISIS COMMUNICATION

In this course you will explore what to do if an issue or crisis threatens an organisation, and how effective response demands commitment and involvement across all areas of management. The reputation of an organisation can be damaged overnight in the current digital media environment. The identification of issues and how an organisation responds to them is fundamental to understanding modern crisis and risk communication. This course provides an overview of key concepts in issues, risk and crisis communication, using case studies to examine the concepts in action. You will explore how issues and risks are communicated and how appropriate communication can make the difference between issues escalating into a crisis or resulting in a public that understands. The perspectives of both the producers and receivers of the messages will be explored as well as the core concepts of trust, reputation, credibility and control.

MKTG1462 PUBLIC RELATIONS RESEARCH METHODS

This course provides you with an introduction to the various methods of audience, market, issue and media research relevant to public relations. It includes an overview of the research process, methods of data collection, and data analysis employed in strategic public relations. You will develop skills in qualitative and quantitative research methods which will inform you in developing strategic goals and objectives.

RMIT University reserves the right to change the module outlines when deem necessary

COMM2439 PROFESSIONAL WRITING

This course is an introduction to writing for media and communications industries. You will explore the ways in which writing for media and communication is evolving in line with technological and social change.

You will develop skills and strategies for writing in the style and tone used across media and communication roles, including principles of grammar, punctuation and editing. You will produce documents appropriate for use across print and digital media, applying the professional writing principles of accuracy, style/presentation, content/ relevance and timeliness.

COMM2294 COMMUNICATION STRATEGY AND PLANNING

This course will introduce you to best practice in strategic communication management, including strategic planning theory, concepts and practices. Using a case study approach, you will analyse how strategic planning is implemented across the various specialisations within the PR industry and gain insights into the efficacy of a range of strategic approaches. It will give you insight into how PR planning sits within broader organisational, situational planning and some aspects of interdisciplinary planning, such as management or marketing strategies. You will examine a variety of frameworks and concepts used in strategic planning, including situation analysis techniques and agile planning tools which respond to the current dynamic PR environment.

COMM2899 ASIAN MOBILITIES: PRACTICES, EXPERIENCES AND IMPACTS

In this course you will explore the concept of 'mobilities' in terms of the movement of people (human migration, individual mobility, travel, transport), and the broader social implications of those movements. You will be introduced to the many practices and experiences of contemporary Asian mobilities and how you impact cultures, societies, communities, economies and politics. The course will draw on theoretical approaches from mobility and migration frameworks to investigate, reveal and recognise the many types of Asian mobilities which occur across transnational, interstate and intrastate lines. You will explore the diverse impact of Asian mobilities on contemporary relationships, identities, histories, customs, economies, policies, narratives and imagery.

COMM2731 INTERDISCIPLINARY COMMUNICATION PROJECT

In this course you will explore the interdisciplinary environment of the contemporary communications professional through project work, often with community partners.

Upon successful completion of this course, you will be able to:

- Compare and contrast different professional perspectives and approaches across the communication disciplines.
- Identify and apply principles and strategies for working in interdisciplinary teams.
- Apply knowledge and skills in communication, collaboration and project management within an interdisciplinary team.
- Critically reflect on your role in projects, the collaborative process of working in interdisciplinary teams and areas for improvement for your future professional practice.

MKTG1458 APPLIED PUBLIC RELATIONS RESEARCH: INSIGHTS TO ACTION

This course provides you an opportunity to apply the basic public relations research skills you previously learned. By learning about the application of traditional and contemporary research approaches in data collection and analysis, you will be able to apply these insights for your client/organisation research projects. You will also discuss the ethical implications of various research methods and learn to craft research insights that will inform strategy development.

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GRAP2693 ART DIRECTION

The role of the art director in advertising is to add aesthetic value and clarity to an advertising idea. Good art direction creates a look and feel that makes one advertisement stand out from another. This practical course integrates three aspects: conceptualisation, art direction and computer applications. The emphasis in this course is on the successful translation of concepts into visual executions across a variety of advertising media. You will develop an understanding of art direction as a practice and craft, the issues that surround the practice, and the currency of art direction in contemporary global advertising.

GRAP2694 COPYWRITING

In this course you will explore how the spoken and written word is used in advertising across the globe to effectively communicate and persuade. From this theoretical base, you will develop your own skills in writing and crafting compelling headlines, persuasive body copy and engaging scripts and scenarios. The course will develop your copywriting and communication skills across diverse media platforms.

COMM2444 EXPLORING ASIAN POPULAR CULTURE

In this course you will examine a range of critical approaches within media and cultural studies frameworks to examine contemporary Asian popular culture. You will consider how popular cultures are constructed, marketed and then consumed by their audiences. You will explore the ways in which popular culture is used within Asian contexts both by individuals and in public discourses, through the examination of artefacts, media and practices.

COMM2490 CLIENT MANAGEMENT

In this course you will develop the knowledge and skills to manage professional relationships in advertising between agencies and their clients and within advertising agencies. You will investigate the advertising industry, advertising roles and alternative organisation structures within the context of commercial business practice. You will learn the basic principles of account management and how to develop an environment of trust, respect and partnership with clients.

In the advertising industry, leadership, teamwork and effective negotiation skills are essential to be able to manage the needs and expectations of multiple stakeholders. These areas will be explored within this course.

COMM2730 INFLUENCE AND IMPACT IN PUBLIC RELATIONS

You will build the knowledge and skills necessary to practise in contemporary media relations and other areas of modern communication and engagement. You will look at the role of message creator, channels and contexts of communication, message reception and feedback mechanisms. Producing outputs is no longer sufficient in contemporary PR for having influence, so this course focuses on the development of knowledge and skills in public relations strategic planning and implementation that will enhance your impact on key stakeholders. You will investigate the trends in contemporary message design and dissemination, including digital media strategies. You will also engage with debates about accountability and evaluation in the context of the professionalisation of the public relations industry.

COMM2727 PROFESSIONAL COMMUNICATION STUDIO

In this course you work individually and collaboratively in interdisciplinary contexts to research, develop and produce a professional communication project within a studio-based model. You will

expand and enhance your creative, critical, technical and reflective skills in professional communication according to your areas of specialisation. Your learning is enabled through engaging in problem-based tasks which reflect current debates within the media and communication industries globally.

This course includes a work integrated learning experience in which your knowledge and skills will be applied and assessed in a real or simulated workplace context and where feedback from industry and/ or community is integral to your experience.