MODULE TITLE	Strategic Communications
MODULE LEVEL	7
MODULE CREDIT POINTS	15
SI MODULE CODE (if known)	44-7929-00S
MODULE JACS CODE	N550
SUBJECT GROUP	SG-44012 Marketing - O&M

MODULE DELIVERY PATTERN (✔ as applicable or give dates for non-standard delivery)
NB "Semester 3" ends on 31 July each year

LONG (2 semesters)		SHORT (1 semester)		NON-STANDARD DELIVERY	
Sem 1 & 2		Sem 1	✔	Start Date	
Sem 2 & 3		Sem 2		End Date	
		Sem 3			

MODULE ASSESSMENT PATTERN (✔ as applicable - also complete Table A, Section 5, below)	
Single Module Mark with Overall Module Pass Mark of 40%	✔
Single Module Mark - Pass/Fail only	
Up to Three Assessment Tasks with Pass Mark of 40% for each Task and Overall Module Pass Mark of 40%	
Up to Three Assessment Tasks - Pass/Fail only	
Other - if choosing "Other" please give further details of assessment pattern in the blank space below. *"Other" should be chosen where, for example, a PSRB has specified an overall Module Pass Mark of higher than 40% - if so, give details below and specify higher pass mark. Or, eg, where PSRB has specified an Individual Task Pass Mark of higher than 40% give details in space below and complete final column in Table A, Section 5)*	
Overall Module Pass Mark **if other than 40%** (subject to approval)	**%**

MODULE INFORMATION (✔ as applicable - also complete Table A, Section 5	
Is a timetabled examination required for the assessment of this module?	
Is a timetabled examination required for the reassessment of this module?	
Is the module delivered wholly by Distance Learning (ie. not timetabled at SHU)	
Are any staff who are responsible for teaching on this module non-SHU employees?	

MODULE STATUS (✔ as applicable to status of module in the context of current proposal)	
Unchanged: an existing module, presented as unchanged from previous years	
Modified: an existing module being modified as a result of this validation, eg. changes to delivery or assessment pattern, title, credit weighting etc	
New: new module to be approved through current validation process	✔
If status is 'Modified', please give date when modified version is to be available from	Modified Version Available from N/A

Breakdown of notional study hours by type (Typically requires 10 hours of notional study time for 1 CATS credit)	Tutor-Led (Contact Hours)	Tutor-Directed Study	Self-Directed Study	TOTAL STUDY HOURS for this Module
	24	18	108	150

OTHER COURSES FEATURING THIS MODULE (please list below)
MSc Global Strategic Marketing

1   AIM OF THIS MODULE

The overall aim of the module is to introduce students to traditional and contemporary issues of strategic communications (including Marketing Communications, Public Relations and other areas of corporate communications) as well as providing hands-on learning opportunities and skill development.

2   BY ENGAGING SUCCESSFULLY WITH THIS MODULE YOU WILL BE ABLE TO

1. Acquire general insights and basic knowledge of concepts, theories and practice of major issues in corporate communications;

2. Critically evaluate the strategic perspective of corporate communications;

3. Analyse how changes in the business environment impact upon corporate communication strategy;

4. Apply current theories and concepts through real-world cases in a series of individual and group exercises

3   THESE ARE EXAMPLES OF THE CONTENT OF THE MODULE

- Introduction to Strategic Communications: Terms, Theories & Practice
- Communication Strategy and Management
- Marketing Communications
- Public Relations
- Managing Relationships
- Responding to Contemporary Issues, Change and Crisis
- Strategic Issue: New Media in Communications
- Strategic Issue: Global Implications for Communications

4   THESE ARE THE MAIN WAYS YOU WILL BE SUPPORTED IN YOUR LEARNING TO ACHIEVE THESE OUTCOMES

Teaching will be through eight 3-hour sessions, each combined of lecture and seminar.

Lectures will provide underpinning theories and frameworks to investigate and analyse practical issues of strategic communications. Seminars will include in-class exercises, discussion of case studies and other materials (video etc.), presentation, and group competition depending on the nature of the seminar activities. A booklet of the seminar case studies and an outline of the lecture content will be provided at the beginning of the module.

Blackboard will be used as supplementary learning materials and as vehicle for communicating between and among the instructor and students. The use of discussion room on Shuspace will be a part of learning activities and assessment. Within the seminar and small group discussions, formative feedback will feature as a key progress indicator and motivator.

5   THESE ARE THE WAYS THAT WILL BE USED TO ENABLE YOU TO DEMONSTRATE YOU HAVE MET THE LEARNING OUTCOMES

Final grade will be based on the assessment of:

- group work (10%): debate teams, using discussion room on Shuspace (under the tutor's instruction and guidance)
- group work (20%): preparation and presentation of summary reports in class
- individual coursework (70%): to be submitted at the end of the module.

These are designed to assess the module learning outcomes. Details of group tasks and individual coursework will be provided in class. The first task will be more theory-based. The last two tasks will be practical and will relate either to a given case study or to a real-world organisation known to the student.

Attendance of lectures and active participation in each class session will be essential to pass the module.

TABLE A: ASSESSMENT TASK INFORMATION

ASSESSMENT TASK	% weighting of overall module mark	Duration of task / word count / length of exam	In-module retrieval available?	Individual task pass mark ONLY IF OVER 40%**
Debate team	10%	Online debate	No	
Group presentation	20%	20'	No	
Individual coursework	70%	4000 words	No	

TABLE B: RE-ASSESSMENT TASK INFORMATION

ASSESSMENT TASK	% weighting of overall module mark	Duration of task / word count / length of exam	In-module retrieval available?	Individual task pass mark ONLY IF OVER 40%**
Individual coursework utilising material from the original submission	100%		no	

STRATEGIC COMMUNICATIONS - ASSESSMENT CRITERIA

Learning Outcome from Module Description	Level descriptors				
	Fail - below 40%	Pass, 40-49%	50-59%	60-69%	Distinction, 70%
1 Acquire general insights and basic knowledge of concepts, theories and practice of major issues in corporate communications	Inadequate and confused knowledge of the concepts studied. Inability to relate these to the assessment exercise	Basic description of the concepts with limited analysis or application	Reasonable discussion of the concepts in an appropriate context	Substantive critical analysis, appropriately applied to the assessment exercise	Insightful and comprehensive discussion of the concepts, creatively applied to the assessment exercise
2 Critically evaluate the strategic perspective of corporate communications	Inability to demonstrate the strategic perspective of corporate communications	Some understanding but applied as basic description rather than critical evaluation	Reasonable discussion of the concepts in an appropriate context	Substantive critical analysis, appropriately applied to the assessment exercise	Insightful and comprehensive discussion of the concepts, creatively applied to the assessment exercise
3 Analyse how changes in the business environment impact upon corporate communication strategy	Inadequate and confused understanding. Inability to link business environment with communication strategy	Some understanding of the link between business environment and communications strategy, but little evidence of an ability to explore or expand upon it	A clear understanding and use of examples to illustrate. Reasonable discussion though lacks rigorous analysis	A detailed and rigorous analysis of the relevant factors, using examples to illustrate	A perceptive and comprehensive analysis across a broad range of factors
4 Apply current theories and concepts through real-world cases in a series of individual and group exercises	Inadequate use of appropriate academic underpinning. Lack of application	Some use of relevant theory. Limited coverage from the subject area. Lacking in fluency and conviction	Reasonable use and application of appropriate models and concepts from across the subject area	Relevant theories from across the subject area used and thoroughly applied	Comprehensive and thorough application of a wide range of appropriate models and concepts. Fluent use of terminology
5 All	Little or no evidence of additional reading	Some additional material introduced	Appropriate use of a reasonable level of further material	Introduction of a wide range of additional supporting material	Appropriate use of a comprehensive range of relevant additional material
6 All	Poorly structured work, lacking clarity. Poor grammar	Some appropriate structure	Reasonable structure and clarity. Few grammatical errors	Clear and logical communication. Accurately presented	Exceptional written communication skills. Professionally presented

6   THIS IS HOW YOU WILL BE GIVEN FEEDBACK ON YOUR PERFORMANCE

Formative feedback will be provided to students in the classes throughout the semester. Outside of class there will be communication by email/ blackboard and a drop-in clinic. Summative feedback will be in written form for each assessment task, based on the assessment criteria and standards as set out in the module handbook.

7   THESE ARE EXAMPLES OF THE KEY LEARNING RESOURCES YOU WILL USE

Taught session resources:

- Classroom VCR and AV equipment and PowerPoint.
- Whiteboard and Flip-chart

Student directed learning:

- Blackboard as a virtual learning environment to provide additional direction, stimulate thinking and to provide alternative core learning materials/approaches

- Subject based texts

- Marketing and business journals

- Sector specific texts and journals

- Paper-based and online databases of market and company information

- Current and contemporary news media

- Access to a PC and printer