



# COMM13111 Communication Project B

## Term 1 - 2019

Profile information current as at 01/05/2024 10:45 am

All details in this unit profile for COMM13111 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

### General Information

#### Overview

This unit gives students an opportunity to undertake a project of their choice in a professional communication discipline in which they have already done a substantial amount of study. The project is flexible and is designed by students in consultation with academic and workplace supervisors. It may involve academic research into professional communication practice; creative media practice; or professional communication-related work placement with an approved organisation (minimum 120 hours). The unit is offered subject to the availability of an appropriate supervisor, who will work with the student to devise assessment tasks that will meet negotiated and specific project learning outcomes. Selected industry placements and research projects are available on a competitive basis. Students considering this unit are advised to contact theSchool, or the Unit Coordinator prior to enrolment.

#### Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

Prerequisite: Students must have completed 48 credit points prior to taking this unit

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

#### Offerings For Term 1 - 2019

- Online

#### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

#### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Written Assessment**

Weighting: Pass/Fail

#### 2. **Practical and Written Assessment**

Weighting: 90%

#### 3. **Practical Assessment**

Weighting: 10%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Student Have Your Say survey.

##### Feedback

The unit is an excellent opportunity for final year students to put into practice everything they have learned during their degree.

##### Recommendation

It is recommended to continue having project options: media project, work placements and research paper.

#### Feedback from Student Have Your Say survey

##### Feedback

Formative feedback was received during the term and helped produce quality portfolios.

##### Recommendation

It is recommended to continue offering students both academic and workplace supervision as a means of providing a well-rounded experience.

## Unit Learning Outcomes

### On successful completion of this unit, you will be able to:

1. Develop objectives and criteria for a professional communication project that upon successful completion will demonstrate knowledge at graduate level of professional communication practice; and
2. Demonstrate knowledge and relevant skill at graduate level of professional communication practice.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

| Assessment Tasks                           | Learning Outcomes |   |
|--|-------------------|---|
|  | 1                 | 2 |
| 1 - Written Assessment - 0%                | •                 |   |
| 2 - Practical and Written Assessment - 90% |                   | • |
| 3 - Practical Assessment - 10%             |                   | • |

### Alignment of Graduate Attributes to Learning Outcomes

| Graduate Attributes | Learning Outcomes |   |
|---------------------|-------------------|---|
|                     | 1                 | 2 |
| 1 - Communication   | •                 | • |

| Graduate Attributes                                 | Learning Outcomes |   |
|---|-------------------|---|
|   | 1                 | 2 |
| 2 - Problem Solving                                 |                   | • |
| 3 - Critical Thinking                               | •                 | • |
| 4 - Information Literacy                            |                   | • |
| 5 - Team Work                                       |                   | • |
| 6 - Information Technology Competence               |                   | • |
| 7 - Cross Cultural Competence                       |                   | • |
| 8 - Ethical practice                                |                   | • |
| 9 - Social Innovation                               |                   |   |
| 10 - Aboriginal and Torres Strait Islander Cultures |                   |   |

## Alignment of Assessment Tasks to Graduate Attributes

| Assessment Tasks                           | Graduate Attributes |   |   |   |   |   |   |   |   |    |
|--|---------------------|---|---|---|---|---|---|---|---|----|
|  | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 - Written Assessment - 0%                | •                   |   | • |   |   |   |   |   |   |    |
| 2 - Practical and Written Assessment - 90% | •                   | • | • | • | • | • | • | • |   |    |
| 3 - Practical Assessment - 10%             | •                   | • | • | • | • | • | • | • |   |    |

## Textbooks and Resources

### Textbooks

There are no required textbooks.

### IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Lincoln Bertoli** Unit Coordinator  
[l.bertoli@cqu.edu.au](mailto:l.bertoli@cqu.edu.au)

## Schedule

### Week 1 - 11 Mar 2019

| Module/Topic   | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| Confirm work placement, media project or research topic. |         |                              |

### Week 2 - 18 Mar 2019

| Module/Topic  | Chapter | Events and Submissions/Topic |
|---|---------|------------------------------|
| Write proposal about the work placement, media project or research topic. |         |                              |

### Week 3 - 25 Mar 2019

| Module/Topic                                     | Chapter | Events and Submissions/Topic   |
|--|---------|--|
| Work placement, media project or research topic. |         | <b>Proposal</b> Due: Week 3 Tuesday (26 Mar 2019) 5:00 pm AEST<br><br><b>Proposal</b> Due: Week 3 Tuesday (26 Mar 2019) 5:00 pm AEST |

### Week 4 - 01 Apr 2019

| Module/Topic                                     | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| Work placement, media project or research topic. |         |                              |

### Week 5 - 08 Apr 2019

| Module/Topic                                     | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| Work placement, media project or research topic. |         |                              |

### Vacation Week - 15 Apr 2019

| Module/Topic  | Chapter | Events and Submissions/Topic |
|---------------|---------|------------------------------|
| Vacation Week |         |                              |

### Week 6 - 22 Apr 2019

| Module/Topic                                     | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| Work placement, media project or research topic. |         |                              |

### Week 7 - 29 Apr 2019

| Module/Topic                                     | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| Work placement, media project or research topic. |         |                              |

### Week 8 - 06 May 2019

| Module/Topic                                     | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| Work placement, media project or research topic. |         |                              |

### Week 9 - 13 May 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

Work placement, media project or research topic.

#### Week 10 - 20 May 2019

| Module/Topic                                     | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| Work placement, media project or research topic. |         |                              |

#### Week 11 - 27 May 2019

| Module/Topic                                     | Chapter | Events and Submissions/Topic |
|--|---------|------------------------------|
| Work placement, media project or research topic. |         |                              |

#### Week 12 - 03 Jun 2019

| Module/Topic                                     | Chapter | Events and Submissions/Topic   |
|--|---------|--|
| Work placement, media project or research topic. |         | <b>Project or Portfolio</b> Due: Week 12<br>Friday (7 Jun 2019) 5:00 pm AEST<br><b>Supervisor Report</b> Due: Week 12<br>Friday (7 Jun 2019) 5:00 pm AEST<br><br><b>Project or Portfolio</b> Due: Week 12<br>Friday (7 June 2019) 5:00 pm AEST<br><b>Supervisor Report</b> Due: Week 12<br>Friday (7 June 2019) 5:00 pm AEST |

#### Review/Exam Week - 10 Jun 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

#### Exam Week - 17 Jun 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

## Assessment Tasks

### 1 Proposal

#### Assessment Type

Written Assessment

#### Task Description

Assessment 1 - Proposal

Students will have discussed the topic for their project (see Assessment item 2 for details) with their academic supervisor in the first weeks of term, and this assessment aims to provide confirmation and feedback on the approach.

For this assessment, students will submit a short document in PDF/PowerPoint form that provides an overview of their project (by the beginning of Week 3). The proposal document should be succinct - no more than two pages if PDF, no more than four slides if PowerPoint. See below for content required within the document.

Proposal Document requirements

For work placements and media projects

Work placement or media project proposal documents must include:

- a background of workplace and its operation; or background to/inspiration for idea if a media project
- details of your project
- proposed schedule/timetable of activities
- desired learning outcomes (what do you want to be able to do/achieve) by the end of the project
- your expectations and aims for the duration of the placement or project
- the name and contact details of your workplace or project supervisor who will provide a report on

your progress and ability at the end of term.

For research project

Research project proposal documents should include:

- a statement of the research topic or question
- a broad review of major literature relating to the topic area
- a research proposal and research plan.

**Assessment Due Date**

Week 3 Tuesday (26 Mar 2019) 5:00 pm AEST

Online

**Return Date to Students**

Week 4 Tuesday (2 Apr 2019)

Assessment will be returned within a week of submission.

**Weighting**

Pass/Fail

**Minimum mark or grade**

Pass

**Assessment Criteria**

This is a pass/fail assessment. Students will not be able to progress through the unit without first passing this assessment. Re-submissions are permitted.

A pass is based on the unit coordinator's opinion that the project can be successfully achieved.

**Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

**Submission**

Online

**Submission Instructions**

Submit via Moodle site

**Learning Outcomes Assessed**

- Develop objectives and criteria for a professional communication project that upon successful completion will demonstrate knowledge at graduate level of professional communication practice; and

**Graduate Attributes**

- Communication
- Critical Thinking

## 2 Project or Portfolio

**Assessment Type**

Practical and Written Assessment

**Task Description**

Choose ONE of the following workplace, project-based, or research oriented activities:

- **WORK PLACEMENT:** A work placement in an approved organisation for no less than 120 hours. The organisation must be selected in consultation with the unit coordinator and academic supervisor. Students will produce a portfolio, a reflective journal, and a 2000 word essay based on a question devised in consultation with the academic supervisor.
- **MEDIA PRODUCT:** Produce a media product which demonstrates the application of advanced high-level production skills (eg. short film, radio documentary, book, graphic design product). Students will also produce a reflective journal, and a short critical essay (2,000 words) based on a question devised in consultation with the academic supervisor.
- **RESEARCH TOPIC:** Academically oriented research into a communication topic, resulting in a 6,000 word dissertation (for example, analysis of use of press releases by journalists in a regional news room, the effectiveness of email as a communication form).

Each project is very different but the ultimate requirement is the same: you need to provide evidence of the work you have done. The specific details of your individual project will be finalised in consultation with the Unit Coordinator or your

allocated supervisor.

**NOTE: WORD COUNT for written assignments:**

The word count is considered from the first word of the introduction to the last word of the conclusion. It excludes the cover page, abstract, contents page, reference page and appendices. It includes in-text references and direct quotations.

**Assessment Due Date**

Week 12 Friday (7 June 2019) 5:00 pm AEST

Online

**Return Date to Students**

Exam Week Friday (21 June 2019)

Assessments will generally be returned to students within two weeks of submission.

**Weighting**

90%

**Assessment Criteria**

The Assessment Criteria will vary depending on whether students select the work placement, media product or research topic. Marking matrices are available on Moodle.

The criteria will - unless otherwise specified - relate to:

- Adherence to the requirements of the task
- Quality of writing and referencing
- Evidence of work undertaken
- Evidence of improvement/learning
- Overall presentation.

**Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

**Submission**

Online

**Submission Instructions**

Submit via the Moodle site

**Learning Outcomes Assessed**

- Demonstrate knowledge and relevant skill at graduate level of professional communication practice.

**Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

### 3 Supervisor Report

**Assessment Type**

Practical Assessment

**Task Description**

This component of the assessment is completed by the Unit Coordinator, who will appraise the student's work using industry, professional, or academic standards. In the event of external work placement, the academic supervisor will liaise with the organisation in order to obtain this appraisal.

Students need to submit the contact details of their immediate workplace supervisor to their academic supervisor with their proposal. The Unit Coordinator/Academic Supervisor will then contact the workplace or project supervisor after reviewing the student's portfolio submission or research essay.

**Assessment Due Date**

Week 12 Friday (7 June 2019) 5:00 pm AEST



Online

**Return Date to Students**

Exam Week Monday (17 June 2019)

Assessments will generally be returned within two weeks of submission.

**Weighting**

10%

**Assessment Criteria**

The Supervisor Appraisal form is available on Moodle. Criteria will vary depending on whether the student has chosen a work placement, media product or research project.

Criteria will include: ability, reliability, response to feedback, and presentation.

**Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

**Submission**

Online

**Submission Instructions**

Submit via the Moodle site

**Learning Outcomes Assessed**

- Demonstrate knowledge and relevant skill at graduate level of professional communication practice.

**Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem