

Module Specification

Module Summary Information

1	Module Title	Strategic Communication for Social Change
2	Module Credits	20
3	Module Level	7
4	Module Code	MED7326

5	Module Overview
<p>This module develops a sophisticated understanding of the processes and outcomes of planning a communications strategy for a range of organisations that strive to bring about social change. Throughout the emphasis is on the communication challenges facing activist, not-for-profit, charity, and public sector organisations and developing persuasive messages to explain complex issues to a range of stakeholder groups.</p> <p>Such organisations must inspire trust in a range of stakeholders and demonstrate their legitimacy and licence to operate. Identifying and projecting messages that enhance this goal are at the heart of the module, combined with an appreciation of the strengths, weaknesses and relevance of various communication channels. Developing an appreciation of excellence in these areas will enhance the employment prospects of the students and equip them with a deepened understanding of the workplace. Course content draws strongly on case studies and real-world examples, principally from the UK but with a continual focus on the international context.</p> <p>Delivered through a fluid mix of lectures, seminars and workshops the module is grounded in the examination of the key components of real-life campaigns. It complements the Semester 2 module Communication Planning and Action but there is no requirement for previous engagement with studying public relations and either module can be taken independently. It is designed also to be of value to journalism, events and citizenship students.</p> <p>The assessment is designed to give you the opportunities to demonstrate your ability to engage with highly practical examples of strategic communication activity and the outputs could enhance a portfolio to impress a potential employer.</p> <p>The module will help equip you to face the challenges of the MA Major Project, be it a dissertation or production project.</p>	

6	Indicative Content
<p>The module gives an overview of various approaches to communicating for the purpose of social change. It looks at a range of structures and processes, which are illustrated by case studies and analysis. It considers the nature of persuasion, and engages with a range of practical techniques designed to effect change. Sessions will include consideration of activism, charities, NGOs and public sector communication.</p>	

7	Module Learning Outcomes	
	On successful completion of the module, students will be able to:	
	1	Develop a critical appreciation of the range of relationship management and community building strategies available to NGO, public sector, charity and activist organisations.
	2	Demonstrate an understanding of effective platforms, channels and content for delivering persuasive messaging on behalf of non-commercial organisations.
	3	Devise and present a persuasive proposal for addressing a strategic communications challenge.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1, 2	X		X

9	Breakdown Learning and Teaching Activities	
Learning Activities	Hours	
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	30	
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	130	
Private Study (PS) includes preparation for exams	40	
Total Study Hours:	200	