



# Communication Diplomas & Degree

## Faculty of Business Programme Enrolment Guide 2012

### Course of study and programme specific completion requirements

This guide provides you with specific programme information and course summaries for the programmes offered in Communication. Prior to selecting your courses and occurrences, please ensure that you work with both this enrolment guide (EG5) and the latest version of the relevant timetable (T3, T4 & T5). Some courses have prescribed texts. It is your responsibility to check these using a textbook and course materials list (TB). These documents are available online <http://www.manukau.ac.nz/departments/business/enrolment-documents>.

#### PROGRAMMES OFFERED:

*For all programmes below please work with EG5 and T3, T4 & T5*

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#### If you require information about the progress of your enrolment contact:

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#### If you require help planning your course of study:

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#### BACHELOR OF APPLIED COMMUNICATION AND DIPLOMA IN COMMUNICATION STUDIES

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#### DIPLOMA IN INTERGRATED MARKETING COMMUNICATIONS

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Some programmes require you to refer to this information during the academic year. We recommend that you file this document for safe keeping.

#### FACULTY OF BUSINESS

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UPDATED OCTOBER 2011

# DIPLOMA IN INTEGRATED MARKETING COMMUNICATIONS

LEVEL 6 MN4415

<b>Method of study</b>	Full-time/Part-time
<b>Qualification</b>	MIT Diploma
<b>Duration</b>	One year full-time or equivalent part-time
<b>Start dates</b>	February and July
<b>Credits</b>	120
<b>Fees (2012) per year</b>	\$5200 approx

## To graduate with a Diploma in Integrated Marketing Communications you must complete:

Three compulsory courses at level 5	45 credits
Four compulsory courses at level 6	60 credits
One optional course at level 6 or 7	15 credits
<b>Total</b>	<b>120 credits</b>

## ABOUT THE PROGRAMME

All students must complete 120 credits by successfully passing the required courses to graduate with this Diploma. All courses are 15 credits.

Not all courses will be offered every semester. Please consult page 12 of this enrolment guide and the timetable which is available at the Faculty of Business office.

## ENTRY REQUIREMENTS

### Applicants must meet the following entry requirements:

NCEA 42 credits at Level 3, with a minimum of 4 credits in reading and a minimum of 4 credits in writing, both at Level 2 **or**

NCEA 64 credits at Level 2, with a minimum of 4 credits in reading and a minimum of 4 credits in writing, both at Level 2 **or**

Have completed a Level 5 diploma, such as NZ Diploma in Business, National Diploma in Business (Level 5), ATTTO Diploma in Tourism Management, or similar **or**

Applicants with relevant work experience, who can show evidence of ability to study at degree level **and**

Have English language competence to undertake this programme which is taught and assessed in English.

Any applicant whose first language is not English may be asked to provide evidence of an overall IELTS (Academic) band score of 6.5 (with no score below 6.0) or equivalent.

**Applicants will be accepted in order of application.**

These 7 compulsory courses have pre-requisites and co-requisites, see course summaries on page 13

## LEVEL 5 45 CREDITS (ALL OF THESE COURSES)

186.504	Public Relations and Event Management
351.509	Marketing 1
562.595	Digital Media Design

## LEVEL 6 60 CREDITS (ALL OF THESE COURSES)

351.626	Consumer Behaviour
351.629	Project in Creative Marketing
361.615	Advertising Practice
361.616	Integrated Marketing Communications

## OPTIONAL 15 CREDITS

To make up the 120 credits students may take one level 6 or 7 course from the Bachelor of Business or the Bachelor of Applied Communication in the fields of Marketing, Communications or Advertising.

Note: 361.718 Creative Strategy is highly recommended.

# DIPLOMA IN COMMUNICATION STUDIES

LEVEL 5 MN4233

<b>Method of study</b>	Full-time/Part-time
<b>Qualification</b>	MIT Diploma
<b>Duration</b>	One year full-time or equivalent part-time
<b>Start dates</b>	February and July
<b>Credits</b>	120
<b>Fees (2012) per year</b>	\$5,200 approx

## To graduate with a Diploma in Communication Studies you must complete:

One compulsory course at level 5	15 credits
Other courses totalling	105 credits
<b>Total</b>	<b>120 credits</b>

## ABOUT THE PROGRAMME

All students must complete 120 credits to make up the Diploma. All courses are worth 15 credits. The one compulsory course is 181.517 Interpersonal Communication. Students need to select courses that total at least 105 credits, taking care that pre-requisites are met, from the Communication courses list. 30 optional credits may be taken from other degree programmes.\*

Please note all courses will not be offered every semester. Please consult page 12 of this enrolment guide and the course timetable which is available at the Faculty of Business office.

## ENTRY REQUIREMENTS

### Applicants must meet the following entry requirements:

At least 64 NCEA credits at Level 2, including one subject which demonstrates fluency in English or equivalent **or**

At least 14 NCEA credits in an approved subject at Level 3, including one subject which demonstrates fluency in English or equivalent **or**

The MIT Certificate in Communication or its equivalent **or**

Demonstrate equivalent practical, professional or educational experiences which indicate the ability to study at diploma level **and**

Demonstrate English language competence (equivalent to IELTS 6.5) to undertake this programme which is taught and assessed in English

International applicants must have an overall IELTS (Academic) band score of 6.5 (with no score below 6.0) or equivalent.

**Applicants will be accepted in order of application.**

## COMMUNICATION COURSES

Select at least 6 courses from the Communication courses listed below and two optionals. You must include 181.517 Interpersonal Communication - this course is compulsory.

### LEVEL 5

181.517	Interpersonal Communication
182.507	Psychology: An Introduction to Human Behaviour
183.507	Team and Organisational Communication
184.506	News Media
185.503	Writing and Critical Thinking
186.504	Public Relations and Event Management

### LEVEL 6

182.603	Communication and Relationships
184.605	Popular Media
184.606	eCommunication and Knowledge Management
184.607	Media Writing and Relationships
185.603	Professional and Organisational Writing
186.603	Public Relations in Practice
187.603	Effective Presentations

### LEVEL 7

181.710	Communication Research
181.711	Negotiation, Advocacy and Lobbying
183.705	Organisational Communication
186.703	Advanced Public Relations and Event Management
188.704	Intercultural Communication

\* Recommended optional courses [15 credits each] from other degree programmes are:

- 351.509 Marketing 1
- 562.595 Digital Media Design
- 561.587 Computing in Organisations

Students who enrol on this programme are strongly recommended to buy a laptop or netbook computer. StudyLink can help you with covering course related costs.

# BACHELOR OF APPLIED COMMUNICATION (BAC)

LEVEL 7 MN4388

<b>Method of study</b>	Full-time/Part-time
<b>Qualification</b>	MIT Degree
<b>Duration</b>	Three years (full-time) or equivalent part-time
<b>Start dates</b>	February and July
<b>Credits</b>	360
<b>Fees (2012) per year</b>	\$5200 approx

## ABOUT THE PROGRAMME

The Bachelor of Applied Communication consists of 360 credits taken full time over three years, part time over up to six years or longer by arrangement with the Programme Committee. All courses are of one semester duration. There are 17 core courses and 7 optional courses. At least 75 credits in total must be at level 7.

When planning your degree, remember that not all courses are available each semester. Consult page 12 of this enrolment guide and the timetable (subject to change) carefully. You must check the programme structure, pre-requisites and availability of your chosen courses in advance. Note that it is your responsibility to ensure that you meet all requirements necessary for the completion of your degree.

The Programme Leader will approve your chosen course of study.

### To graduate with the Bachelor of Applied Communication you must complete:

Eight compulsory courses at level 5	120 credits
Six communication courses at level 6	90 credits
Three communication courses at level 7	45 credits
At least two optional courses at level 7	30 credits
Other optional courses	75 credits
<b>Total</b>	<b>360 credits</b>

## CODES

Course code beginning with 18: Communication

Course code beginning with 35 or 36: Marketing or Management

Course code beginning with 56: Computing and Information Technology

The fourth digit in a course code indicates the level:

xxx.5xx is a level 5 course

xxx.6xx is a level 6 course

xxx.7xx is a level 7 course.

## ENTRY REQUIREMENTS

### Applicants must meet the following entry requirements:

At least 64 NCEA credits at Level 2, including one subject which demonstrates fluency in English **or**

At least 42 NCEA credits at Level 3, including one subject which demonstrates fluency in English **or**

Graduates of appropriate New Zealand qualifications at Level 4 and above, including the MIT Diploma in Communication Studies **or**

Have successfully completed the MIT Diploma in Communication Studies **or**

Demonstrate that they can work/study at a level appropriate to the programme. This may be demonstrated through an interview **and**

Demonstrate English language competence (equivalent to IELTS 6.5) to undertake this programme which is taught and assessed in English.

International applicants must have an overall IELTS (Academic) band score of 6.5 (with no score below 6.0) or equivalent.

### Applicants will be accepted in order of application.

## STUDY PATHWAYS

We suggest that you follow one of the recommended study pathways outlined on pages 6 -11. They include:

- the compulsory and core courses
- relevant optional courses recommended by the Faculty to specialise your qualification
- additional optional courses which you select to complete the pathway to 360 credits.

### The pathways are:

Organisational Communication  
Marketing Communications  
eCommunication and Knowledge Management  
Human Resources Communication  
Public Relations and Event Management

- Students who have enrolled on the BAC before 2007 need to do only five core communication courses at Level 6
- Students enrolled in BAC before 2007 do not need to complete 183.507 Team and Organisational Communication.
- If a student enrolled in BAC before 2007 would have to do more than 360 credits to achieve 75 level 7 credits, they will be given top up credits at level 7, to a maximum of 10 credits.

Students who enrol on this programme are strongly recommended to buy a laptop or netbook computer. StudyLink can help you with covering course related costs.

**CORE COURSES IN THE BACHELOR OF APPLIED COMMUNICATION**  
PROGRAMME CODE: MN4388

**LEVEL 5 CORE COURSES** (ALL OF THESE COURSES BELOW)

---

181.517	Interpersonal Communication
182.507	Psychology: An Introduction to Human Behaviour
183.507	Team and Organisational Communication
184.506	News Media
185.503	Writing and Critical Thinking
186.504	Public Relations and Event Management
351.509	Marketing 1
561.587	Computing in Organisations

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**LEVEL 6 CORE COURSES** (SIX OF THE COURSES BELOW)

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182.603	Communication and Relationships
184.605	Popular Media
184.606	eCommunication and Knowledge Management
184.607	Media Writing and Relationships
185.603	Professional and Organisational Writing
186.603	Public Relations in Practice
187.603	Effective Presentations

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**LEVEL 7 CORE COURSES**

(AT LEAST THREE OF THE COURSES BELOW)

---

181.710	Communication Research
181.711	Negotiation, Advocacy and Lobbying
183.705	Organisational Communication
186.703	Advanced Public Relations and Event Management
188.704	Intercultural Communication

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**OPTIONAL COURSES**

In addition to the core courses, further optional courses need to be taken to make up a total of 360 credits or more (at least two more courses or 30 credits must be selected at Level 7).

Optional courses may be selected from either the core courses not yet taken, the courses listed in the pathways, or from other degree-level courses at MIT with permission from the Programme Leader, and subject to meeting the graduation requirements of the programme.

## RECOMMENDED PATHWAY IN ORGANISATIONAL COMMUNICATION

PROGRAMME CODE: MN4388

### LEVEL 5 135 CREDITS (ALL THESE COURSES)

---

181.517	Interpersonal Communication
182.507	Psychology: An Introduction to Human Behaviour
183.507	Team and Organisational Communication
184.506	News Media
185.503	Writing and Critical Thinking
186.504	Public Relations and Event Management
343.508	Business Management
351.509	Marketing 1
561.587	Computing in Organisations

### LEVEL 6 75 CREDITS (ALL THESE COURSES)

---

182.603	Communication and Relationships
184.606	eCommunication and Knowledge Management
185.603	Professional and Organisational Writing
187.603	Effective Presentations
343.605	Project Management

### LEVEL 6 30 CREDITS (SELECT TWO COURSES)

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184.605	Popular Media
184.607	Media Writing and Relationships
186.603	Public Relations in Practice

### LEVEL 7 45 CREDITS (ALL THESE COURSES)

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181.711	Negotiation, Advocacy and Lobbying
183.705	Organisational Communication
188.704	Intercultural Communication

### LEVEL 7 30 CREDITS (SELECT TWO COURSES)

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181.710	Communication Research
186.703	Advanced Public Relations and Event Management
342.719	Organisational Behaviour
343.701	Applied Project Management

To make up a total of 360 credits, three courses need to be taken from list below.

### OPTIONAL 45 CREDITS (SELECT THREE COURSES)

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171.605	Occupational Safety and Health Management
183.706	Project in Communication (subject to Programme Leader approval)
342.614	Employment Relations Practice
342.615	Human Resource Management
342.618	Employment Relations law
342.717	Contemporary Workplace Relations
342.718	Strategic Human Resource Management
361.615	Advertising Practice
361.616	Integrated Marketing Communications
361.718	Creative Strategy
562.595	Digital Media Design
562.686	3D for Games and Multimedia
562.694	Project Management in Information Technology

Please ensure that you meet the pre-requisites before selecting.

**RECOMMENDED PATHWAY IN MARKETING COMMUNICATIONS**  
PROGRAMME CODE: MN4388

**LEVEL 5 120 CREDITS (ALL THESE COURSES)**

---

181.517	Interpersonal Communication
182.507	Psychology: An Introduction to Human Behaviour
183.507	Team and Organisational Communication
184.506	News Media
185.503	Writing and Critical Thinking
186.504	Public Relations and Event Management
351.509	Marketing 1
561.587	Computing in Organisations

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**LEVEL 6 90 CREDITS (SELECT SIX COURSES)**

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182.603	Communication and Relationships
184.605	Popular Media
184.606	eCommunication and Knowledge Management
184.607	Media Writing and Relationships
185.603	Professional and Organisational Writing
186.603	Public Relations in Practice
187.603	Effective Presentations

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**LEVEL 6 45 CREDITS (SELECT THREE COURSES)**

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351.626	Consumer Behaviour
351.629	Project in Creative Marketing
361.615	Advertising Practice
361.616	Integrated Marketing Communications

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**LEVEL 7 45 CREDITS (SELECT THREE COURSES)**

---

181.710	Communication Research
181.711	Negotiation, Advocacy and Lobbying
183.705	Organisational Communication
186.703	Advanced Public Relations and Event Management
188.704	Intercultural Communication

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**LEVEL 7 30 CREDITS (THESE TWO COURSES)**

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351.721	Brand Strategy
361.718	Creative Strategy

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To make up a total of 360 credits, two courses need to be taken from the list below.

**OPTIONAL COURSES 30 CREDITS (SELECT TWO COURSES)**

---

171.605	Occupational Safety and Health Management
183.706	Project in Communication (subject to Programme Leader approval)
342.614	Employment Relations Practice
342.615	Human Resource Management
342.618	Employment Relations Law
342.717	Contemporary Workplace Relations
342.718	Strategic Human Resource Management
562.595	Digital Media Design
562.686	3D for Games and Multimedia
562.694	Project Management in Information Technology

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Please ensure that you meet the pre-requisites before selecting.

## RECOMMENDED PATHWAY IN eCOMMUNICATION & KNOWLEDGE MANAGEMENT

PROGRAMME CODE: MN4388

### LEVEL 5 135 CREDITS (ALL THESE COURSES)

---

181.517	Interpersonal Communication
182.507	Psychology: An Introduction to Human Behaviour
183.507	Team and Organisational Communication
184.506	News Media
185.503	Writing and Critical Thinking
186.504	Public Relations and Event Management
351.509	Marketing 1
561.587	Computing in Organisations
562.595	Digital Media Design

### LEVEL 6 45 CREDITS (THESE THREE COURSES)

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184.606	eCommunication and Knowledge Management
562.686	3D for Games and Multimedia
562.694	Project Management in Information Technology

### LEVEL 6 75 CREDITS (SELECT FIVE COURSES)

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182.603	Communication and Relationships
184.605	Popular Media
184.607	Media Writing and Relationships
185.603	Professional and Organisational Writing
186.603	Public Relations in Practice
187.603	Effective Presentations

### LEVEL 7 75 CREDITS (ALL THESE COURSES)

---

183.705	Organisational Communication
181.710	Communication Research
181.711	Negotiation, Advocacy and Lobbying
186.703	Advanced Public Relations and Event Management
188.704	Intercultural Communication

To make up a total of 360 credits, two courses need to be taken from the list below.

### OPTIONAL COURSES 30 CREDITS

(SELECT TWO COURSES)

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171.605	Occupational Safety and Health Management
183.706	Project in Communication (subject to Programme Leaders approval)
342.614	Employment Relations Practice
342.615	Human Resource Management
342.618	Employment Relations Law
342.717	Contemporary Workplace Relations
342.718	Strategic Human Resource Management
361.615	Advertising Practice
361.616	Integrated Marketing Communications
361.718	Creative Strategy

- Students who have enrolled on the BAC before 2007 need to do only five core communication courses at Level 6
- Students enrolled in BAC before 2007 do not need to complete 183.507 Team and Organisational Communication.

**Please ensure that you meet the pre-requisite before selecting.**

## RECOMMENDED PATHWAY IN HUMAN RESOURCES COMMUNICATION

PROGRAMME CODE: MN4388

### LEVEL 5 135 CREDITS (ALL THESE COURSES)

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181.517	Interpersonal Communication
182.507	Psychology: An Introduction to Human Behaviour
183.507	Team and Organisational Communication
184.506	News Media
185.503	Writing and Critical Thinking
186.504	Public Relations and Event Management
343.508	Business Management
351.509	Marketing 1
561.587	Computing in Organisations

### LEVEL 6 90 CREDITS (SELECT SIX COURSES)

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182.603	Communication and Relationships
184.605	Popular Media
184.606	eCommunication and Knowledge Management
184.607	Media Writing and Relationships
185.603	Professional and Organisational Writing
186.603	Public Relations in Practice
187.603	Effective Presentations

### LEVEL 6 30 CREDITS (SELECT TWO COURSES)

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171.605	Occupational Safety and Health Management
342.614	Employment Relations Practice
342.615	Human Resource Management
342.618	Employment Relations Law

### LEVEL 7 45 CREDITS (SELECT THREE COURSES)

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181.710	Communication Research
181.711	Negotiation, Advocacy and Lobbying
183.705	Organisational Communication
186.703	Advanced Public Relations and Event Management
188.704	Intercultural Communication

### LEVEL 7 30 CREDITS (THESE TWO COURSES)

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342.717	Contemporary Workplace Relations
342.718	Strategic Human Resource Management

To make up a total of 360 credits, two courses need to be taken from the list below.

### OPTIONAL COURSES 30 CREDITS

(SELECT TWO COURSES)

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171.605	Occupational Safety and Health Management
183.706	Project in Communication (subject to Programme Leader approval)
342.614	Employment Relations Practice
342.615	Human Resource Management
342.618	Employment Relations Law
361.615	Advertising Practice
361.616	Integrated Marketing Communications
361.718	Creative Strategy

Please ensure that you meet the pre-requisites before selecting.

## RECOMMENDED PATHWAY IN PUBLIC RELATIONS AND EVENT MANAGEMENT

PROGRAMME CODE: MN4388

### LEVEL 5 150 CREDITS (ALL THESE COURSES)

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181.517	Interpersonal Communication
182.507	Psychology: An Introduction to Human Behaviour
183.507	Team and Organisational Communication
184.506	News Media
185.503	Writing and Critical Thinking
186.504	Public Relations and Event Management
343.508	Business Management
351.509	Marketing 1
561.587	Computing in Organisations
562.595	Digital Media Design

### LEVEL 6 90 CREDITS (THESE SIX COURSES)

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184.605	Popular Media
186.603	Public Relations in Practice
187.603	Effective Presentations
361.615	Advertising Practice
351.626	Consumer Behaviour
562.686	3D for Games and Multimedia

### LEVEL 6 45 CREDITS (SELECT THREE COURSES)

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182.603	Communication and Relationships
184.606	eCommunication and Knowledge Management
184.607	Media Writing and Relationships
185.603	Professional and Organisational Writing

### LEVEL 7 15 CREDITS

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186.703	Advanced Public Relations and Event Management
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### LEVEL 7 60 CREDITS (SELECT FOUR COURSES)

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181.710	Communication Research
181.711	Negotiation, Advocacy and Lobbying
183.705	Organisational Communication
188.704	Intercultural Communication
361.718	Creative Strategy

Please ensure that you meet the pre-requisites before selecting your courses.

## OTHER PATHWAYS

PROGRAMME CODE: MN4388

Students may choose other Pathways to meet their specific requirements, subject to meeting the pre-requisites and gaining the approval of the Programme Leader. Optional courses may be selected from the other core courses, the courses listed in the pathways, or from other degree-level courses at MIT with approval from the Programme Leader.

All courses of study must total 360 credits or more to be eligible to graduate.

### LEVEL 5 120 CREDITS (ALL THESE COURSES)

181.517	Interpersonal Communication
182.507	Psychology: An Introduction to Human Behaviour
183.507	Team and Organisational Communication
184.506	News Media
185.503	Writing and Critical Thinking
186.504	Public Relations and Event Management
351.509	Marketing 1
561.587	Computing in Organisations

### LEVEL 6 90 CREDITS (THESE SIX COURSES)

182.603	Communication and Relationships
184.605	Popular Media
184.606	eCommunication and Knowledge Management
185.603	Professional and Organisational Writing
186.603	Public Relations in Practice
187.603	Effective Presentations

### LEVEL 7 30 CREDITS (SELECT TWO COURSES)

181.710	Communication Research
181.711	Negotiation, Advocacy and Lobbying
183.705	Organisational Communication
186.703	Advanced Public Relations and Event Management
188.704	Intercultural Communication

To make up a total of 360 credits, choose eight courses from the list below. At least 45 credits must be at level 7.

### OPTIONAL COURSES 120 CREDITS

(SELECT EIGHT COURSES)

171.605	Occupational Safety and Health Management
183.706	Project in Communication (subject to Programme Leader approval)
342.614	Employment Relations Practice
342.615	Human Resource Management
342.618	Employment Relations Law
342.717	Contemporary Workplace Relations
342.718	Strategic Human Resource Management
361.615	Advertising Practice
361.616	Integrated Marketing Communications
361.718	Creative Strategy
562.595	Digital Media Design
562.686	3D for Games and Multimedia
562.694	Project Management in Information Technology

Please ensure that you meet the pre-requisites before selecting your courses.

**PROPOSED THREE-YEAR BACHELOR OF APPLIED COMMUNICATION TIMETABLE**  
PROGRAMME CODE: MN4388

CODE	COURSE TITLE	2012		2013		2014	
		S1	S2	S1	S2	S1	S2
181.517	Interpersonal Communication	●	●	●	●	●	●
182.507	Psychology: An Introduction to Human Behaviour	●	●	●	●	●	●
183.507	Team and Organisational Communication	●	●	●	●	●	●
184.506	News Media	●	●	●	●	●	●
185.503	Writing and Critical Thinking	●	●	●	●	●	●
186.504	Public Relations and Event Management	●	●	●	●	●	●
343.508	Business Management	●	●	●	●	●	●
351.509	Marketing 1	●	●	●	●	●	●
561.587	Computing in Organisations	●	●	●	●	●	●
562.595	Digital Media Design	●	●	●	●	●	●
182.603	Communication and Relationships	●	X	●	X	●	X
187.603	Effective Presentations	●	X	●	X	●	X
184.605	Popular Media	X	●	X	●	X	●
184.606	eCommunication and Knowledge Management	●	X	●	X	●	X
185.603	Professional and Organisational Writing	X	●	X	●	X	●
186.603	Public Relations in Practice	X	●	X	●	X	●
184.607	Media Writing and Relationships	●	X	●	X	●	X
181.710	Communication Research*	X	●	X	●	X	●
181.711	Negotiation, Advocacy and Lobbying*	●	X	●	X	●	X
183.705	Organisational Communication*	X	●	X	●	X	●
186.703	Advanced Public Relations and Event Management	●	X	●	X	●	X
188.704	Intercultural Communication	●	X	●	X	●	X

This timetable is a proposed timetable of course offering of 2012 - 2014. It may change.

\*The semester in which these will be offered may vary (subject to student numbers).

● Offered this semester

X Not offered this semester

## COURSE SUMMARIES AND PRE-REQUISITES

This following list comprises courses that are specific to communication, marketing and Bachelor of Applied Communication Pathways. Courses from other Faculty of Business degree-level programmes may be included as optional courses in your communication qualification. This often depends on the pre-requisites and co-requisites required and your selection will need approval from your Programme Leader.

### LEVEL 5

#### **181.517 Interpersonal Communication**

Understand the field of communication with particular emphasis on building competence in interpersonal communication in personal and workplace contexts.

#### **182.507 Psychology – An Introduction to Human Behaviour**

Increase understanding of human behaviour in personal and professional contexts by introducing the concepts, research and applications of psychology.

#### **183.507 Team and Organisational Communication**

Increase understanding of the organisational and work context of communication. Investigate the communication processes and activities in contemporary work places, working in and facilitating a team, and completing and reporting on a communication-related project.

#### **184.506 News Media**

Understand how the news media in New Zealand works by analysing construction and production practices, contexts, issues and theory.

#### **185.503 Writing and Critical Thinking**

Understand effective writing and critical analysis of a wide range of texts: written, spoken, internet, film and television.

#### **186.504 Public Relations and Event Management**

Understand public relations approaches, methodology, campaigns and media needs.

#### **343.508 Business Management**

Understand the challenge of “management”. Learn about both the new and the traditional approaches to key management issues and gain both a respect for management concepts and the confidence to understand and master them.

#### **351.509 Marketing 1**

Learn the fundamental principles of marketing and their application to the business environment. Apply this marketing knowledge to a comprehensive major project.

#### **561.587 Computing in Organisations**

Gain an understanding of the computing environment in the workplace and how computing is used to meet an organisation’s goals. Also gain an understanding of contemporary computer applications in the work place. Learn to use typical applications and how to communicate computing needs effectively.

#### **562.595 Digital Media Design**

Understand the principles of design and the development of digital media for communication purposes.

### LEVEL 6

#### **171.605 Occupational Safety and Health Management**

Gain an understanding of occupational safety and health including OSH responsibilities and the principles and practices involved in managing occupational safety and health in contemporary New Zealand.

*Pre-requisite: 342.615 Human Resource Management*

#### **182.603 Communication and Relationships**

Explore the nature of relationships, relationship formation and processes, and their associated communication patterns in personal and workplace contexts.

*Pre-requisite: 181.517 Interpersonal Communication*

#### **184.605 Popular Media**

Learn about popular culture, an area broadly defined as ‘entertainment’. The course focuses on analysis of this area of mass communication with an emphasis on television and film.

#### **185.603 Professional and Organisational Writing**

Learn to evaluate professional documents and to apply the strategies professional writers use to inform, instruct and persuade.

*Pre-requisite: 181.517 Interpersonal Communication or 185.503 Writing & Critical Thinking*

#### **184.606 eCommunication and Knowledge Management**

Apply the concepts and theories of electronic communication to information and knowledge management, analyse and design e-media to meet communication objectives, and develop communication strategies in digital networks.

*Pre-requisite: 181.517 Interpersonal Communication*

#### **184.607 Media Writing and Relationships**

Develop an understanding of what is effective media writing, the skills of good media writing and the principles of relating to the media as a communication professional.

*Pre-requisites: 184.506 News Media and 185.503 Writing and Critical Thinking and 186.504 Public Relations and Event Management*

#### **186.603 Public Relations in Practice**

Develop an understanding of how PR works, exploring the use of social media for PR campaigns, how to research audiences, writing for fundraising, preparing persuasive presentations, and applies to these areas such as health, corporate PR, not-for-profit organisations, sports, and entertainment.

*Pre-requisite: 186.504 Public Relations and Event Management*

#### **187.603 Effective Presentations**

Apply theory, design and analysis to informative or persuasive presentations in a business or technological environment.

### **342.614 Employment Relations Practice**

Gain the knowledge and skills required to apply major theoretical approaches to past present and future employment relations practice; current New Zealand employment relations best practice in the formation of employment agreements; apply best practice to the operation, enforcement and resolution of personal grievances and disputes; understand the role and motivations of the major parties to employment relations practice in New Zealand, and their complex relationships; and analyse critically and discuss a number of important contemporary issues in New Zealand employment relations practice.

*Pre-requisite: 343.508 Business Management*

### **342.615 Human Resource Management**

Understand human resource management principles and practice in the current New Zealand context which includes a Maori perspective.

*Pre-requisite: 343.508 Business Management*

### **342.618 Employment Relations Law**

Gain the knowledge and skills required to: understand the development of employment relations law; apply the major theoretical approaches to employment relations law; apply New Zealand employment relations law to the formation, operation and enforcement of employment agreements and resolution of disputes and personal grievances; understand the role, obligations and motivations of the parties to employment relations law in New Zealand, and their complexity relationships; and analyse critically and discuss a number of important contemporary issues in New Zealand employment relations law.

*Pre-requisite: 343.508 Business Management*

### **343.605 Project Management**

Develop an understanding of the planning and control techniques used by project managers to move through the project life cycle. Focuses on generic project management techniques as an introduction to the Project Management Body of Knowledge. Proficient use of Microsoft Project 2007 is one of the objectives of this course – a project case study is used to build a project on MS Project using intermediate to advanced features.

*Pre-requisite: 343.508 Business Management*

### **351.626 Consumer Behaviour**

Gain a sound knowledge of the concepts, principles and theories of consumer behaviour, skills in literature search, and the ability to apply such knowledge and research to marketing and advertising activity.

*Pre-requisite: 351.509 Marketing 1*

### **351.629 Project in Creative Marketing**

Undertake a project of an applied nature in the field of marketing communications. The project involves identifying a problem, researching the problem, developing relevant marketing communication materials and providing recommendations to the client.

*Co-requisite: 361.616 Integrated Marketing Communications*

### **361.615 Advertising Practice**

Gain an understanding of the wider advertising industry in New Zealand and issues about its future. Develop a sound knowledge of the concepts and principles of advertising, reflecting its role in the marketing mix and evaluate the likely effectiveness of advertising strategies – both creative and media.

*Pre-requisite: 351.509 Marketing 1*

### **361.616 Integrated Marketing Communications**

Develop, analyse and present promotional programmes incorporating reasoned objectives, strategies and tactics.

*Pre-requisite: 351.509 Marketing 1*

### **562.686 - 3D for Games and Multimedia**

Understand and apply advanced 3D animation and modelling techniques, including frame-based and script-based animation techniques; raytracing and depth map rendering types; procedural shading networks and particle systems. Learn to develop complex character rigs and shader networks and implement particles systems and other dynamic effects.

*Pre-requisite: 562.595 Digital Media Design*

### **562.694 Project Management in Information Technology**

Gain a theoretical and practical knowledge of IT projects in a variety of settings. Understand the technical, organisational, behavioural, financial, quality, and informational aspects of managing an IT project. The needs of an organisation with respect to managing IT projects, understanding and utilizing the interdisciplinary nature of IT project management; and determining the business requirement of an IT project; and preparing a proposal are analysed and assessed. Acquire basic knowledge to undertake the compulsory Level 7 project.

*Pre-requisites: 561.587 Computing in Organisations and Programme Leaders approval*

## **LEVEL 7**

### **181.710 Communication Research**

Learn to apply research techniques and findings to practical work-related situations and undertake an original piece of research by drawing on communication themes developed in previous learning.

*Pre-requisites: 181.517 Interpersonal Communication and any Level 6 Communication course*

### **181.711 Negotiation, Advocacy and Lobbying**

Understand, analyse and apply the principles of negotiation, advocacy and lobbying, using a variety of strategies for a range of contexts.

*Pre-requisites: 181.517 Interpersonal Communication and 186.504 Public Relations and Event Management*  
*Co-requisite: Any Level 6 Communication course*

### **183.705 Organisational Communication**

Develop organisational communication competencies through theory, practice and analysis, and examine such areas as personal communication styles, formal and informal contexts, communication roles and relationships within organisations. Includes practical industry-based projects.

*Pre-requisites: 181.517 Interpersonal Communication and 183.507 Team and Organisational Communication\**  
*\*For students enrolled in 2007 or later.*

### **183.706 Project in Communication**

Undertake a communication project in a work place - which involves identifying a work place communication problem or opportunity, back-grounding and researching that problem, and formulating and reporting a plan of action.

*Pre-requisite: Programme Committee's approval*

### **186.703 Advanced Public Relations and Event Management**

Combine public relations, marketing, advertising, communication theory and application in order to understand and problem solve client goals and manage organisational image/reputation.

*Pre-requisite: 186.603 Public Relations in Practice*

### **188.704 Intercultural Communication**

Develop cross cultural and intercultural communication understanding and strategies for use in the work environment, whether it be within a national and/or international community.

*Pre-requisite: 181.517 Interpersonal Communication*

### **342.717 Contemporary Workplace Relations**

Gain a thorough grounding in current theory and empirical research and focus on models of employee involvement and the processes and structures required for successful labour management co-operation.

*Pre-requisite: 342.614 Employment Relations Practice or 342.618 Employment Relations Law or 342.615 Human Resource Management*

### **342.718 Strategic Human Resource Management**

Develop a critical appreciation of Strategic HRM and its role in organisations. Topics include: Strategic HRM; HRM; strategy, structure, culture and HRM; international HRM; HRM in the Pacific Rim area; measuring the effectiveness of HRM; and contemporary issues.

*Pre-requisite: 342.615 Human Resource Management*

### **342.719 Organisational Behaviour**

The course provides students with knowledge and skills required to understand and interpret the factors that shape human behaviour in work organisations, and to understand and manage issues at the interface of the individual with his/her employing organisation.

### **343.701 Applied Project Management**

Gain an understanding of project management processes and stakeholders in relation to the effective flow of a specified project. Develop a project plan using project management tools and techniques. Apply the Planning-Monitoring-Controlling cycle to evaluate project constraints (time, cost, performance and customer satisfaction). Apply Project Management tools and techniques using project simulation software.

*Pre-requisite: 343.605 Project Management*

### **351.721 Brand Strategy**

Develop a platform of knowledge on the current and future strategic role of brands in marketing, business and society. Advance theoretical and practical understanding, including ability to think critically about brand strategy and helps develop skills in the development of brand strategy.

*Pre-requisite: 351.509 Marketing 1*

### **361.718 Creative Strategy**

Develop strategic creative solutions for marketing communication objectives. The course emphasises development of advertising design and copywriting.

*Pre-requisite: 361.615 Advertising Practice*

## **OTHER OPTIONAL COURSES**

Please refer to the Bachelor of Business (EG3) and the Bachelor of Information Systems (EG4) enrolment guides and timetable (T3, T4 & T5).

**NOTE:** Every effort is made to ensure that this Enrolment Guide is correct at the time of printing. However the Faculty Business reserves the right to make any changes that may be necessary.