

Liverpool John Moores University

Title: Communication Theory
Status: Definitive
Code: **4503IACTPR** (126007)
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management
Teaching School/Faculty: Kolej IACT SDN BHD

Team	Leader
Gwenda Mynott	Y
Mike Swain	

Academic Level: FHEQ4 **Credit Value:** 20 **Total Delivered Hours:** 55
Total Learning Hours: 200 **Private Study:** 145

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Online	11
Workshop	44

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	PORT	A portfolio of student work providing evidence of completion of a number of tasks.	100	

Aims

To introduce the concept of communication and to enable students to recognise the communication process through the application of theoretical communication models.

Learning Outcomes

After completing the module the student should be able to:

- 1 Describe the concept of communication
- 2 Evaluate the communication process by applying relevant communication theories to practice
- 3 Identify the public relations role in enabling organisations to plan their communication processes
- 4 Interpret the impact of culture on communication

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Portfolio	1	2	3	4
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Outline Syllabus

What is communication?

Why do we communicate?

An exploration of theories relating to the communication process

Communication modelling

An exploration of forms of communication

The impact of culture on communication

An introduction to visual communication

PR as planned communication

An introduction to corporate communications

Learning Activities

Workshops, guest speakers.

Notes

A module which aims to introduce communication theories and concepts to first year students.