

Module code	FND305	Level	3
Module title	Communication	Credit value	10
Common/Core/ Elective	Common	ECTS Credits	5
Courses on which the module is taught	All	Notional learning hours	100
		Teaching Period	Spring/ Summer

1. Module description

Communication is the power to inform, persuade, and bring people together to enact change. Whether verbal, non-verbal or written, communication is key to your success in university and future careers. This module will enable you to improve your own communication and evaluate the way communication works to convey ideas.

Taking an active approach, you will work through complex stories and messages, finding new ways to communicate simply, clearly, and effectively. You will practice observation, understand, and evaluate context, and learn to empathise with your audience to craft persuasive and professional outputs.

Reflecting on culture and identity is an important part of understanding the communication environment. You will work with and draw on your own experience and that of your peers to acknowledge differences and find connections.

2. Learning outcomes

Upon successful completion of this module, you will be able to:

Communication (MLO5)

Communicate appropriately for your audience and purpose in a multicultural setting

Discipline Knowledge (MLO7)

Explain recognised communication theories in the context of your core subject area.

3. Learning and teaching methods

You will be encouraged to take a 'hands-on' approach to evaluating, producing, and simplifying communicative content for a variety of audiences and purposes, and across diverse media. Classes may include theoretical explorations around communication, as well as observational field trips or interviews to identify instances of communication in context. Likewise, through inquiry or conversations with peers, you will gain an awareness of how identity and cross-cultural differences affect communication.

As the course progresses, a greater focus on the communication context of your Term 2 subject core assessment will enable you to apply the knowledge, principles and skills acquired in the earlier part of the module.

Learning hours	
Directed learning	36 hours
Workshops/classes	36
Guided/Self-guided learning	64 hours
Total	100

Reasonable adjustments will depend on a Student Support Agreement and will acknowledge accrediting body requirements. In urgent or serious situations, reasonable adjustments might be required before the Student Wellbeing & Disability Team has been able to complete a full assessment. This will usually be where a student has a severe or urgent condition and either communicates this condition to a member of staff or their behaviour is suggestive of an adjustment need. Staff may put temporary reasonable adjustments in place to support the student. These adjustments must then be promptly communicated to the Student Wellbeing & Disability Team by the staff member who made the temporary adjustments. The Student Wellbeing & Disability team will capture and confirm appropriate reasonable adjustments (which may include changing the temporary adjustments, adding in other adjustments and outlining the period of time for which they apply) in a Student Support Agreement ('SSA').

4. Assessment, formative feedback and relative weightings

IMPORTANT NOTE: The assessment for this module is shared with the second assessment task of your term 2 subject-specific core module. However, the assessment criteria applied to that work on this module will be different, focusing on your ability to apply an appropriate communicative style and identify the features of effective communication.

Assessment 1: Presentation

Weight (%): 100

Word length or equivalent: 6 minutes

You will deliver a presentation which succinctly showcases the output from one or your core subject assessments in Term 2 (Business, Liberal Arts and Media or Fashion and Design). This 'show and tell' will give you an opportunity to articulate how communication principles were applied within that core subject assessment, and to demonstrate you are an effective presenter.

The summative assessment will be preceded by an opportunity for formative assessment accompanied by formative feedback

Mapping of assessment tasks for the module

Assessment tasks	MLO5	ML07							
Presentation	x	x							

5. Indicative resources

BENDONI, W. (2018) Social media for fashion marketing: storytelling in a digital world. Bloomsbury. Available at: <https://discovery.ebsco.com/linkprocessor/plink?id=7a54ce62-43f9-30c3-9f87-a027900ae4e3> (Accessed: 31 August 2022).

GUFFEY, M.E. and LOEWY, D. (2018) Business communication: process and product. Cengage Learning. Available at: <https://discovery.ebsco.com/linkprocessor/plink?id=a0c3e5f5-6638-3844-a58c-a7245677cdb4> (Accessed: 31 August 2022).

PILLER, I. (2017) Intercultural communication : a critical introduction. Edinburgh University Press. Available at: <https://discovery.ebsco.com/linkprocessor/plink?id=a932b051-0332-3a06-aac2-04cf79151656> (Accessed: 31 August 2022).

THOMPSON, N. (2018) Effective communication: a guide for the people professions. Palgrave. Available at: <https://discovery.ebsco.com/linkprocessor/plink?id=be1dee61-3a0c-37a0-97bc-a83d7a78e85b> (Accessed: 31 August 2022).