



The University of Southern Queensland

## Course specification

The current and official versions of the course specifications are available on the web at  
<<http://www.usq.edu.au/coursespecification/current>>.  
Please consult the web for updates that may occur during the year.

### Description: Financial Communication

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PRL	8004	86996	1, 2009	EXT	1.00	Toowoomba

<b>Academic group:</b>	FOART
<b>Academic org:</b>	FOA003
<b>Student contribution band:</b>	3A
<b>ASCED code:</b>	080509

## STAFFING

Examiner: Barbara Ryan  
Moderator: Chris Kossen

## REQUISITES

Pre-requisite: Students must be enrolled in the following Program: MPRL

## SYNOPSIS

Financial Communication provides grounding for experienced public relations practitioners preparing to enter or who are early in their career within the field of financial communication and investor relations. The course builds on public relations theory and incorporates theory applicable to financial markets. It also works through the communication responsibilities of corporations who are listed on the Australian Stock Exchange and/or registered with the Australian Investment and Securities Commission and/or their international equivalents, allowing students to build on their knowledge of international and/or Australian markets.

## OBJECTIVES

On completion of this course students will be able to:

1. Review and evaluate financial market and public relations theory to develop a sound understanding of financial communication (Assessment - Assignment 1)
2. Apply an understanding of financial markets and the communication constraints of these markets to develop and manage proactive and effective communication strategies for registered and/or listed companies (Assessment - CMA and Assignment 2)
3. Evaluate and manage risk associated with communication in financial markets and manage this risk (Assessment - Assignment 2)
4. Advise boards of directors and company executives on communication issues relating to financial market communication (Assessment - Assignment 2)
5. Facilitate and promote an understanding at an executive level of the value of pro-active financial communication (Assessment - Assignment 2)

## TOPICS

	Description	Weighting (%)
1.	Introduction to financial communication; definitions and overview	15.00
2.	Public relations and financial market theory	15.00
3.	The stockmarket in a global economy	10.00
4.	Understanding stakeholders and measurement of shareholder value	10.00
5.	Corporate governance and the role of communication	8.00
6.	Financial communication campaigns	7.00
7.	Financial communication techniques for market needs	7.00
8.	Financial communication techniques - media	7.00
9.	Financial communication techniques - the IPO and fundraising, including the prospectus	7.00
10.	Financial communication techniques - the annual report and other reporting tools	7.00
11.	Financial communication techniques - issues management	7.00

## TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Cole, BM (ed) 2004, *The new investor relations expert perspectives on the state of the art*, Bloomberg Press, New York.

## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Directed Study	115.00
Private Study	50.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
APPLIED THEORY ANALYSIS	30.00	30.00	30 Mar 2009 (see note 1)
PARTICIPATION VIA STUDYDESK	10.00	10.00	12 Jun 2009 (see note 2)
ASSN 2 INV RELATIONS EVAL PLAN	60.00	60.00	22 Jun 2009 (see note 3)

### NOTES

1. (2000 words). This assessment item relates to all of the Objectives.
2. This assessment item will require participation-focused assessment involving weekly contributions to StudyDesk discussion pages. Students will be advised of the requirements in the first week of semester. This assessment item relates to all of the Objectives.
3. (3000 words). This assessment item relates to all of the Objectives.

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
There are no attendance requirements for this external course. However, it is the student's responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.
- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without extenuating circumstances and without prior approval, then a penalty of a maximum of 5% of the assigned mark may apply for each working day late, up to a maximum of 10 working days, at which time a mark of zero can be recorded for that assignment.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade, a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:  
There is no exam for this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.
- 8 University Regulations:

Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/corporateservices/calendar/part5.htm>

## **ASSESSMENT NOTES**

- 9 (a) The due date for an assignment is the date by which a student must lodge the assignment at the USQ. (b) All Faculty of Arts assignments must be lodged in the Faculty Assessment Centre on the Ground Floor of Q Block no later than 12 noon on the due date. (c) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience. (d). Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (e) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (f) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (g) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

## **OTHER REQUIREMENTS**

- 1 This public relations course maintains a high standard of spelling, grammar, syntax and style. Faults in any of these could render a project or proposal unacceptable.
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