Description: Financial Communication

Subject  Cat-nbr  Class  Term  Mode  Units  Campus
PRL      8004    63092  1, 2007 ONC  1.00   Springfield

Academic group: FOART
Academic org:    FOA003
Student contribution band: 2
ASCED code: 080509

STAFFING
Examiner: Barbara Ryan
Moderator: Aidan Burke

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

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

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).


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

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directed Study</td>
<td>115.00</td>
</tr>
<tr>
<td>Private Study</td>
<td>50.00</td>
</tr>
</tbody>
</table>
ASSessment DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>PARTICIPATION VIA STUDYDESK</td>
<td>100.00</td>
<td>10.00</td>
<td>05 Mar 2007 (see note 1)</td>
</tr>
<tr>
<td>APPLIED THEORY ANALYSIS</td>
<td>100.00</td>
<td>30.00</td>
<td>23 Apr 2007 (see note 2)</td>
</tr>
<tr>
<td>ASSN 2 INV RELATIONS EVAL PLAN</td>
<td>100.00</td>
<td>60.00</td>
<td>15 Jun 2007 (see note 3)</td>
</tr>
</tbody>
</table>

NOTES
1. 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.
2. (500 words). 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:
   It is the student’s responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and 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. For this course, normal class attendance consists of

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 prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given.

4. Requirements for student to be awarded a passing grade in the course:
   Students must attempt all items of assessment to pass the course. A final grade is determined on the basis of the total accumulated points after all pieces of assessment have been attempted and is assigned in accord with Faculty regulations.

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 / grades 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.