Course Name (English)	COMMUNICATION POLICY AND STRATEGY APPROVED
Course Code	CMP500

MQF Credit	4

Course Description	This course focuses on the fundamental theories, concepts, and applications of communication policy strategies to meet a variety of organisational goals. Provides an overview of practice in communication management, learning, and design of communication policies. This course also describes how these elements can be combined to create seamless programs that affect the publics of businesses and organisations; and how such programs increase organisational value and effectiveness. Students investigate issues that challenge contemporary organisations by analyzing case studies and designing possible solutions from multiple perspectives.

Transferable Skills	critical thinking and writing skills, Communication skills, communication management and policy design,honesty and integrity skills

Teaching Methodologies	Lectures, Blended Learning, Case Study, Problem Based Learning (PBL), Discussion, Presentation, Industrial Talk

CLO	CLO1 Present the principles and fundamental concept of public policy studies in policy making process (A2) (PLO4)
	CLO2 Explain communication policy strategy planning, process and structure in organisations (C2) (PLO1)
	CLO3 Demonstrate teamwork skills through group work related to issues and trend of public policy and national policy making. (A3) (PLO5)

Pre-Requisite Courses	No course recommendations

Topics
1. Public Policy and Politics 1.1) Definition Basic Concepts 1.2) The Context of Public Policy
2. Public Policy and Politics 2.1) The Reasons for Government Involvement
3. Government Institutions and Policy Actors 3.1) Growth of Government 3.2) Government Institutions and Policy Capacity 3.3) Federalism 3.4) Separation of Powers 3.5) Informal Policy Actors and Policy Capacity
4. Understanding Public Policymaking and Agenda Setting 4.1) The Policy Process Model 4.2) Instruments of Public Policy
5. Policy Analysis 5.1) The Nature of Policy Analysis 5.2) Steps in the Policy Analysis 5.3) Types of Policy Analysis
6. Public Problems and Policy Alternatives 6.1) Problem Analysis 6.2) How To Find Information 6.3) Constructing Analysis 6.4) Thinking Creatively about Policy Action

7. Assessing Policy Alternatives 7.1) Evaluative Criteria for Judging Policy Proposals 7.2) Using the Methods of Policy Analysis 7.3) Economics Approaches 7.4) Decision Making and Impacts 7.5) Political and Institutional Approaches
8. Politics, Analysis, and Policy Choice 8.1) Policy Analysis, Citizen Participation, and Policy Change 8.2) Public Policies and Their Impacts 8.3) Policy analysis and Policy Choices 8.4) Citizen Participation in Decision Making
9. Policy and regulation making in local media industries (PART 1) 9.1) The communications and multimedia content forum of Malaysia (CMCF)
10. Policy and regulation making in local media industries (PART 2) 10.1) The communications and multimedia content forum of Malaysia (CMCF)
11. Malaysian Public Policy (PART 1) 11.1) The New Economic Policy (NEP) 11.2) Policy implementation and Non-Bumiputera Discontent
12. Malaysian Public Policy (PART 2) 12.1) Bumiputeras and the NEP
13. Political, Economic and Social Forces that shapes National policy making (PART 1) 13.1) Trend and Issues 13.2) Political Agenda
14. Political, Economic and Social Forces that shapes National policy making (PART 2) 14.1) Economic Agenda 14.2) Social Agenda

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Group Assignment	30%	CLO3
	Individual Project	Individual Portfolio	30%	CLO1
	Writing Test	Final Test	40%	CLO2

Reading List	Recommended Text	• 1. Kraft, Mic 2016, *Public Policy: Politics, analysis, and Alternatives!!Book Not Found*, 6th Ed., 13, CQ Press: USA USA [ISBN: 978-150635815]
		• Das, S. B., & Onn, L. P, *Malaysia's Socio-economic Transformation: Ideas for the Next Decade (Vol. 225)*, Institute of Southeast Asian Studies Singapore [ISBN: 978-981-4459-]
		• Jerry, K & Alan, B. 2016, *Communication Law and Policy: Cases and Materials*, 5 Ed., Direct Injection Press Los Angeles [ISBN: 978-099785020]
	Reference Book Resources	• Gomez, Edmund T. & Saravanamuttu, J. 2012, *The New Economic Policy in Malaysia: Affirmative Action, Ethnic Inequalities and Social Justice.*, ISEAS Publishing Singapore [ISBN: 978-9971-69-6]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	