



UNIVERSITI TEKNOLOGI MARA

CMP534: COMMUNICATION POLICY STRATEGY

| | |
|--|---|
| Course Name (English) | COMMUNICATION POLICY STRATEGY APPROVED |
| Course Code | CMP534 |
| MQF Credit | 3 |
| Course Description | This course focuses on the fundamental theories, concepts, and applications of communication strategies to meet a variety of organizational 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 organizational value and effectiveness. Students investigate issues that challenge contemporary organisations by analyzing case studies and designing possible solutions from multiple perspectives. |
| Transferable Skills | 1. Process Writing 2. Policy Writing 3. Process Evaluation |
| Teaching Methodologies | Lectures, Blended Learning, Case Study, Presentation |
| CLO | CLO1 Interpret the fundamental concept and theories of communication policy strategies in organisations (C3,A5) CLO2 Perform the role of strategizing communication policy in determining the success of operating the organisation CLO3 Discover procedures in developing policies in an organization CLO4 Explain the linkages between communication, policy and regulations making and implementation of policy CLO5 Determine the ethical issues in developing organizational policies and regulations |
| Pre-Requisite Courses | No course recommendations |
| Topics | |
| 1. Introduction: The evolution of policy studies 1.1) 1.1 The evolution policy studies 1.2) 1.1.1 Some tensions in the subfield | |
| 2. The policy cycle and analysis 2.1) 2.1 What do we mean by public policy and policy analysis? 2.2) 2.2 The policy cycle: evolution of our understanding 2.3) 2.2.1 Stages in the research process 2.4) 2.3 Approaches to policy analysis 2.5) 2.3.1 Specific approaches to policy analysis 2.6) 2.4 On becoming a better policy analyst | |
| 3. Policy formulation 3.1) 4.1 The nature of policy solutions 3.2) 4.2 Actors in policy formulation 3.3) 4.3 Explaining policy formulation | |
| 4. Agenda Setting 4.1) 3.1 The nature of policy problems 4.2) 3.2 Types of agendas 4.3) 3.3 Types of issues 4.4) 3.4 Who sets agendas? 4.5) 3.5 Case studies | |

5. Policy Implementation

- 5.1) 5.1 The concept of policy implementation
- 5.2) 5.2 The evolution of policy implementation research
- 5.3) 5.3 Where are we now? The current status of implementation research
- 5.4) 5.4 Where are we going? Toward a third generation of research

6. Policy evaluation

- 6.1) The concept of policy evaluation
- 6.2) 6.1.1 The evolution of evaluation research
- 6.3) 6.1.2 What does evaluation research study?
- 6.4) 6.1.3 Types of policy evaluation
- 6.5) 6.1.4 Who does evaluation?
- 6.6) 6.1.5 Research designs in evaluation research
- 6.7) 6.1.6 Problems in evaluating the impact of policy

7. Policy change and termination

- 7.1) The concept of policy change
- 7.2) 7.1.2 Some reasons for change
- 7.3) 7.1.3 Types of policy change
- 7.4) 7.1.4 Models of policy change

8. Political, Economic and Social Forces that shapes National pol. making

- 8.1) 9.1 The New Economic Policy (NEP)
- 8.2) 9.2 Policy implementation and Non-Bumiputera Discontent
- 8.3) 9.3 Bumiputeras and the NEP

9. Policy and regulation making in local media industries

- 9.1) 8.1 The communications and multimedia content forum of Malaysia (CMCF)

| Assessment Breakdown | % |
|-----------------------|--------|
| Continuous Assessment | 50.00% |
| Final Assessment | 50.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
|----------------------------------|-----------------|------------------------|-----------------|--------------------|
| | Assignment | individual assignment | 10% | CLO1 , CLO2 , CLO3 |
| | Group Project | group project | 20% | CLO3 , CLO5 |
| | Test | n/a | 20% | CLO1 , CLO2 , CLO4 |

| Reading List | Recommended Text |
|--------------|---|
| | <ul style="list-style-type: none"> . Lester, James P. and Stewart, Joseph JR. 2000, <i>Public Policy: an evolutionary approach</i>, Wadsworth Learning Belmont, CA |

| Article/Paper List | |
|--------------------|---|
| | This Course does not have any article/paper resources |

| Other References | |
|------------------|---|
| | <ul style="list-style-type: none"> • Book Gomez, Edmund T. & Jomo, K.S. 1997, <i>Malaysia's Political Economy: politics, patronage and profits</i> , Cambridge, Singapore • Book The Communications and Multimedia Content Forum of Malaysia 2002, <i>The Malaysian Communications and Multimedia Content Code</i> , CMCF, Kuala Lumpur |