

In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



COMM11110 Introduction to Strategic Communication

Term 1 - 2026

Profile information current as at 22/01/2025 11:45 pm

All details in this unit profile for COMM11110 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

In Introduction to Strategic Communication, you will explore how communication shapes our world, influences behaviour, and gives meaning to our lives. As a foundation unit serving students from various disciplines, you will engage with key communication theories and learn the art of strategic storytelling within our increasingly networked and digital society. You will examine how professional communicators create narratives to build brands, influence change, and connect with audiences across diverse contexts. Through real-world case studies and practical applications, you will develop essential skills in visual and written communication, providing a solid foundation whether you're pursuing a career in public relations or seeking valuable communication knowledge for your chosen field.

Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2026

- Online
- Rockhampton

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Information for Class and Assessment Overview has not been released yet.

This information will be available on Monday 12 January 2026

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student Evaluation Survey

Feedback

Students found teaching staff to be approachable and willing to help

Recommendation

Teaching staff will continue to focus on providing students with an excellent level of support.

Feedback from Student Evaluation Survey

Feedback

One student considered the final assessment, while practical and scaffolded, unnecessarily large and detailed

Recommendation

Review the final assessment item with a view to reducing the overall scope and requirements.

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.

This information will be available on Monday 12 January 2026

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.

This information will be available on Monday 12 January 2026

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.

This information will be available on Monday 16 February 2026

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.