



Module Specification

Communication for Conservation

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Part 1: Information

Module title: Communication for Conservation

Module code: USSKDF-30-M

Level: Level 7

For implementation from: 2025-26

UWE credit rating: 30

ECTS credit rating: 15

College: College of Health, Science & Society

School: CHSS School of Applied Sciences

Partner institutions: None

Field: Applied Sciences

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module covers effective communication, which is vital for the success of conservation initiatives to (i) identify and engage with audiences; (ii) raise issues in the public consciousness; (iii) drive policy change and (iv) inspire behaviour change.

Features: Not applicable

Educational aims: This module aims to provide students from predominately biological and environmental backgrounds with the skills and theoretical understanding to communicate with different stakeholders and design effective communication.

Outline syllabus: This module is designed to introduce the students to:

The interdisciplinary nature of communication strategies by drawing on literature from diverse research areas such as Psychology, Anthropology, Environmental Education and Conservation Biology;

Conservation Psychology and behaviour change theory;

Methods for understanding and engaging with different audiences including participatory methods, listening skills, qualitative interviewing, citizen science, etc.;

Practical communication skills including presenting, lobbying, publishing, etc.;

Effective campaign design;

Critical appraisal of current and historical communication campaigns. The module will also help students to be reflective on their own work.

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching will be a mixture of scheduled, independent and distance learning.

This module will be delivered with the expertise of lecturers from Bristol Zoological Society's Conservation Learning and Conservation Science Departments. Guest lecturers will also be conducting master classes in specific communication skills e.g. social media, engaging with local communities, working with lobbyists and government organisations, etc.

Scheduled learning includes lectures, seminars, tutorials and workshops.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Recognise the complexity of communication needs surrounding environmental and conservation initiatives.

MO2 Critically evaluate the efficacy and limitations of existing communication methods, and apply practical skills to enable communication with different target audiences.

MO3 Demonstrate an advanced understanding of the communication and behaviour change theories that underpin this discipline.

MO4 Work effectively within a team, making appropriate use of the capacities of team members and managing/ resolving potential conflict situations.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/usskdf-30-m.html) via the following link <https://uwe.rl.talis.com/modules/usskdf-30-m.html>

Part 4: Assessment

Assessment strategy: Assessment 1: Presentation (20 minutes + 10 minutes Q&A)
Students will be asked to create a communications campaign; they need to identify their audience and draw on the skills they have acquired during the module to demonstrate how they would effectively communicate the issues and use methods to achieve the desired outcome. They will be encouraged to examine the relevant theory independently and then come together in groups for an intensive workshop to design the campaign.

Students will be supported to succeed in this assessment through the provision of coursework support sessions.

Assessment 2: Portfolio (4000 words)

Students will be asked to demonstrate and document some of the skills that they have learnt throughout the course, e.g. creating campaign materials, engaging with social media, audio-visual techniques, etc. As part of the portfolio, they will need to critically review their progress.

Students will be supported to succeed in this assessment through coursework support sessions.

Assessment tasks:

Presentation (First Sit)

Description: Presentation (30 minutes).

Weighting: 40 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO3, MO4

Portfolio (First Sit)

Description: Portfolio (includes 4000 word written report)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4

Presentation (Resit)

Description: Presentation (30 minutes).

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Portfolio (Resit)

Description: Portfolio (includes 4000 word written report)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Applied Wildlife Conservation [Zoo] MSc 2025-26

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Applied Wildlife Conservation [Zoo] MSc 2025-26

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