



Module Specification

Conservation Communication and Marketing

Version: 2023-24, v3.0, 15 Jun 2023

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Part 1: Information

Module title: Conservation Communication and Marketing

Module code: USSYHC-30-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Health & Applied Sciences

Department: HAS Dept of Applied Sciences

Partner institutions: Bristol Zoological Society

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: The purpose of this module is to provide students with skills in the methods of communication applicable to different professional conservation and commercial contexts at a leadership level, as well as managing relationships with various stakeholders. Inclusivity and antiracism are a key aspect of this. The module also covers the different forms of governance that are relevant to biodiversity and the ways to promote legal advocacy in conservation.

Features: Not applicable

Educational aims: On completion of the module, students will have a comprehensive understanding of how appropriate and targeted marketing and communication strategies can underpin conservation processes. In addition to communication skills, students will also acquire skills in organising and directing effective advocacy and engagement with various stakeholders (e.g. local communities, international, national, regional and local government officials, corporations, sponsors, general public), and self-reflect and improve their own communication style.

Outline syllabus: Indicative content of the module is as follows:

Designing a communication strategy

- Understanding the different communication methods to apply in different contexts
- Developing communication skills through oral presentation and networking skills
- Understanding and focusing your target audience and identifying the best mean and platform for communication
- Communication in a cross-cultural environment
- Using communication strategies to engage with partners, sponsors and guarantee buy-in from stakeholders

Marketing for achieving conservation goals

- Audience engagement and strategic communication
- Context, audience, messages
- Measurement and analytics
- Fundraising and outcome focus
- Conservation advocacy
- Identify stakeholders
- Effective transmission frameworks for information transfer across social and political boundaries
- Demonstrating scientific rigour and its relevance to good conservation practice

Communication styles of a leader & self-reflection.

Equality, Diversity and Inclusivity (EDI) training, including anti-racism training and

awareness as well as following best practice when working/communicating with vulnerable individuals and communities.

Governance in conservation

- Understanding the fundamental tenets of governance; ethics, risk management, compliance, and administration
- Environmental policy and how to target policy content-relevant information to policy makers
- Managing partnerships around conflicting goals

Part 3: Teaching and learning methods

Teaching and learning methods: This module will provide real-world case studies to support student learning. Teaching and learning in this module will comprise a combination of lectures and seminars, with individual and group discussion and presentation activities. In particular there will be focus surrounding effective application of communication and marketing strategies, as well as conservation advocacy, through case studies and group work allowing for dynamic learning sessions. Students will engage with a variety of learning approaches including opportunities for 'flipped-learning': in-depth classroom discussions based on material provided in advance.

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

MO1 Communicate effectively and professionally to engage and persuade stakeholders and drive conservation outcomes

MO2 Demonstrate a critical understanding of effective governance in conservation with reference to ethics, risk management, compliance, and administration.

MO3 Understand and critique the different ways of employing media and marketing to support a conservation organisation.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/3762F69F-8E1F-EF18-F15D-302BD97AA5A1.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/3762F69F-8E1F-EF18-F15D-302BD97AA5A1.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: The assessment strategy for this module is as follows:

A presentation, 20 minute duration (60% of overall mark)

This assessment requires the students to apply knowledge from the module to argue the effective communication strategy design for a given situation, with comparison to real-world examples where appropriate. The presentation will provide a critique of the effective use of methods and a justification for the processes and approaches employed.

The assessment will be an individual presentation, comprising 10 minutes for speaking and 10 minutes for questions from the marking team.

Each student could choose an element below and justify how the design reflects effectiveness with reference to real-world examples. These elements might include, but are not limited to;

Policy monitoring and accountability

Campaigns to change policy

Marketing strategy

A written assignment, maximum word limit 1500 (40% of overall mark)

This assessment is an appraisal of the presence of a conservation organisation in

various mediums, for example, the communication through their social media and webpage (e.g. their corporate sponsorship and funding appeal), the different aspects that have been made available to promote the organisation's online presence and discussing the overall impact with reference to the target audience. In addition, students will highlight and explain any element of the communication strategy that may not be appropriate.

Assessment tasks:**Presentation (First Sit)**

Description: Communication Strategy Design Presentation (15 mins)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Written Assignment (First Sit)

Description: Appraisal of the presence of a conservation organisation in various mediums (limit 1500 words).

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3

Presentation (Resit)

Description: Communication Strategy Design Presentation (15 mins)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Written Assignment (Resit)

Description: Appraisal of the presence of a conservation organisation in various mediums (limit 1500 words).

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Conservation Leadership [Zoo] MSc 2023-24