

# Course Outline

**School / Portfolio:** Faculty of Education and Arts

**Course Title:** COMMUNITY ENGAGEMENT; ORGANISATIONAL KNOWLEDGE AND SKILLS IN PUBLIC ADVOCACY

**Course ID:** SOCIN2200

**Credit Points:** 15.00

**Prerequisite(s):** (BAFND1001 and ENTEC7020)

**Co-requisite(s):** Nil

**Exclusion(s):** Nil

**ASCED Code:** 090300

## Program Level:

AQF Level of Program						
	5	6	7	8	9	10
<b>Level</b>						
Introductory	■	■	■	■	■	■
Intermediate	■	■	✓	■	■	■
Advanced	■	■	■	■	■	■

## Learning Outcomes:

### Knowledge:

- K1.** Encounter specific sociological studies of public advocacy, community groups and environmental movements
- K2.** Become familiar with different models of sustainability advocated by community groups, civic organisations and NGOs
- K3.** Develop awareness of debates around community organising, different campaign strategies and modes of decision-making
- K4.** Learn from practitioners in established community organisations, ad hoc grassroots community groups, regional networks, NGOs and unions

### Skills:

- S1.** Acquire campaign skills in public advocacy, lobbying, mass media engagement, use of social media, and popular education
- S2.** Foster techniques in campaign planning, alliance-building and conflict resolution in community settings
- S3.** Nurture skills in strategic direction-setting and group management

### Application of knowledge and skills:

- A1.** Develop applications of sociological and political knowledge relevant to existing community campaigns

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- A2.** Acquire multidisciplinary knowledge of the strategic, deliberative and emotional dimensions of advocacy relevant in real world contexts.
- A3.** Build-up a praxis-based 'toolkit' of skills for potential campaigns that integrates sociological and political knowledge.

### Course Content:

This course focuses on activism and advocacy around sustainability in regional community settings. Students are encouraged to do three things:

1. Consider policy and social action responses by community groups, civic organisations, social movements and NGOs campaigning to challenges of sustainability.
2. Examine models of sustainability advocated by groups, social movements, civic organisations and NGOs operating in community settings.
3. Learn from insiders, while critically evaluating their strategies, modes of decision-making and practices.

As such, the course aims to engage students in highly reflexive inquiry in acquiring knowledge from community advocates. Workshops in organisational approaches, strategies and tactics will offer opportunities to develop interpersonal skills in community contexts.

### Values and Graduate Attributes:

#### Values:

- V1.** Respect the practices and strategists of advocates of sustainability
- V2.** Reflect on regional and rural environments of community activism
- V3.** Appreciate different models of sustainability
- V4.** Cultivate an orientation to capacity-building in community activism

#### Graduate Attributes:

Attribute	Brief Description	Focus
Continuous Learning	Students will continuously develop skills in comprehension, critical thinking, integrative problem-solving, communication, and application	Medium
Self Reliance	Students will build on their skills in continuous learning, personal organisation, independent thinking, initiative, and application	Medium
Engaged Citizenship	Students will develop new skills in the application of political and sociological analyses to debates around organisational strategies and practices	High
Social Responsibility	Students will work to gain the skills of effective advocacy in areas of crucial importance to regional and rural communities	High

### Learning Task and Assessment:

Assessment Task	Assessment Type	Weighting
Present tutorial paper that integrates political and sociological analyses relevant to community advocacy	Tutorial presentation	20-30%
Present campaign skillset acquired and nurtured during progress of the course	E-portfolio	30-40%

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Assessment Task	Assessment Type	Weighting
Evaluation of the political, philosophical, sociological and strategic issues associated with a real-world campaign around sustainability.	Case Study Essay	35-45%

## Adopted Reference Style:

MLA