



# MECO399

## Advanced Issues in Marketing and Media

S2 Day 2015

*Dept of Media, Music & Cultural Studies*

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#### Disclaimer

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## General Information

Unit convenor and teaching staff

Lecturer

Associate Professor Lawrence Ang

[lawrence.ang@mq.edu.au](mailto:lawrence.ang@mq.edu.au)

Contact via (02) 9850 9135

E4A 638

Monday 2-3 pm

Lecturer/Tutor

Dr Ray Welling

[raymond.welling@mq.edu.au](mailto:raymond.welling@mq.edu.au)

Contact via 0422 000 373

Please email for an appointment.

Raymond Welling

[raymond.welling@mq.edu.au](mailto:raymond.welling@mq.edu.au)

Credit points

3

Prerequisites

39cp and admission to BMktgMedia

Corequisites

MAS390 and MKTG303

Co-badged status

Unit description

This unit is a team-taught unit designed to help students to parlay skills and concepts studied in the Bachelor of Marketing and Media into future pathways, and make sense of (and articulate) the academic scaffolding of this program. Staff from both Marketing and Media will address the key opportunities, challenges and trends that characterize this dynamic professional nexus, as they relate to industry, creative practice and research. The emphasis is on contemporary phenomena and the pertinent skills needed to navigate this increasingly influential and important field.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

Demonstrate knowledge of various marketing and media frameworks.

Demonstrate ability to meet marketing imperatives through application of technical skills.

Critically evaluate issues in marketing and media by using various framework and theories, including ethical behaviour.

Respond creatively to business problems using appropriate media.

Determine appropriate solutions using creative media.

## General Assessment Information

MECO399 is a team-taught capstone unit designed to help students parlay skills and concepts studied in the Bachelor of Marketing Media towards future pathways, and make sense of (and articulate) the program's academic scaffolding. The unit addresses key opportunities, challenges and trends that characterise this dynamic professional nexus, as they relate to industry, creative practice and research. The emphasis is on contemporary phenomena and the pertinent skill-set needed to navigate this increasingly influential and important field. As such, assessments are designed to draw on and showcase the comprehensive skills and knowledge students have derived from the Marketing Media program, and to demonstrate a capacity to work creatively and critically, both individually and in collaboration with peers. To pass this unit, students must attempt all assessment components and ultimately achieve an overall grade of at least 50%.

## Assessment Tasks

Name	Weighting	Due
<u>Group Pitch</u>	30%	Weeks 12 & 13
<u>Pitch - individual component</u>	20%	Week 12
<u>Final exam</u>	30%	Exam period
<u>Tutorial Participation</u>	20%	Ongoing

### Group Pitch

Due: **Weeks 12 & 13**

Weighting: **30%**

This assignment comprises of: a 20-minute presentation, followed by a 5-minute Q&A based on a creative brief (20%); and a written executive summary (10%). All groups must be ready to present in Week 12, and will be randomly chosen that day; the rest will present the following week. All PowerPoint slides and reports are due Week 11, to be submitted during the tutorial.

### Marking Criteria for Presentation (20%)

- \* Delivery: ideas are communicated in an engaging, original and accessible manner
- \* Content: the presenter articulates a clear and interesting narrative or series of points
- \* Synthesis: the presenter has synthesized the various issues and processes considered in MECO399.

NB: Presenters will be marked individually.

### Marking Criteria for Executive Summary (10%)

- \* Content: the group members' roles and contributions are clearly identified and rationalized.
- \* Presentation: written expression is clear, concise and grammatically correct
- \* Synthesis: the summary showcases careful consideration of the communications brief and strategic integration of concepts gleaned from MECO399.

NB: The executive summary is marked collectively.

On successful completion you will be able to:

- Demonstrate knowledge of various marketing and media frameworks.
- Demonstrate ability to meet marketing imperatives through application of technical skills.
- Respond creatively to business problems using appropriate media.
- Determine appropriate solutions using creative media.

## Pitch - individual component

Due: **Week 12**

Weighting: **20%**

**Scenario:** The client has asked you for an alternative execution of one element of the pitch that you can do better than the execution included in the group pitch.

**Task overview:** This task involves selecting one media production from your group pitch that you would have done differently had you done it individually, yourself. You are required to:

1. re-create one execution (e.g., radio, television, print ad, outdoor...etc) of the creative concept.
2. argue why this recreation is more appropriate.
3. examine the ethical issues raised by your ability to create a better execution than that included in the team pitch (referring to ethical issues learnt in MAS 389, where

appropriate)

### **Deliverables:**

1. Creative production
2. A 500-word covering email to the client explaining points 2 & 3 above..

### **Additional requirements**

1. Email format - MSword or similar, 2.5cm margins, double line spacing
2. Work and ideas of others acknowledged using a standard academic referencing system

Marking Criteria for email submission

Clarity of business problem definition

Quality/creativity of the new execution (media production)

Evaluation of the original execution versus the re-created execution.

Application of ethical reasoning to reach and defend a position

On successful completion you will be able to:

- Critically evaluate issues in marketing and media by using various framework and theories, including ethical behaviour.
- Respond creatively to business problems using appropriate media.
- Determine appropriate solutions using creative media.

## **Final exam**

Due: **Exam period**

Weighting: **30%**

A two-hour exam (plus 10-minute reading time) comprised of short answers and an essay question (approximately 750-900 words), based on both the lecture material and weekly readings.

Marking Criteria

- \* Content: responses answer the set question/s directly and clearly
- \* Synthesis: answers showcase relational thinking insofar as MECO399 is an interdisciplinary unit
- \* Presentation: written expression is clear, concise and grammatically correct

On successful completion you will be able to:

- Demonstrate knowledge of various marketing and media frameworks.
- Critically evaluate issues in marketing and media by using various framework and

theories, including ethical behaviour.

## Tutorial Participation

Due: **Ongoing**

Weighting: **20%**

Students are expected to make an active and informed contribution to tutorial discussions. The tutor will look for evidence of engagement with the weekly readings so aim to contribute in ways that reflect close consideration of all the material.

### Marking Criteria

- \* Communication: the effective articulation of complex ideas to an interdisciplinary group
- \* Synthesis: careful consideration of the weekly topic and readings in terms of the unit's overarching themes and concerns
- \* Engagement: active and lively contribution to class discussions, showing both initiative and interdisciplinary awareness

On successful completion you will be able to:

- Demonstrate knowledge of various marketing and media frameworks.
- Critically evaluate issues in marketing and media by using various framework and theories, including ethical behaviour.

## Delivery and Resources

Lectures are held every Monday 9-11 a.m. in W5C335, with tutorials at either 11 a.m. - 12 p.m. or 12-1 p.m. in W5C234. Students are required to use iLearn, and whatever technical resources required for their group assignments (e.g. PowerPoint). Lecture and tutorial attendance is compulsory and will be recorded in the latter. Students will also be expected to come to tutorials having already read the weekly reading/s, and prepared to discuss the content. Students will not be able to change tutorial classes once they have registered in one, and must attend 10 of the 12 tutorials; failure to do so (without proof of sickness or misadventure) will undermine the final grade. Students must arrive on time and not leave until the lecture/tutorial has finished.

## Unit Schedule

### Week 1 - Planning the campaign

Reading:

Pepsi-Lipton Brisk: Harvard Business Case: 9-512-011

### Week 2 - Evaluating Different Digital Tools

Reading:

Online Marketing of Skinny Wallets: Harvard Business Case: 9-911-033

### **Week 3 - How to Go Viral**

Reading:

Dumb ways to die: Advertising Train Safety Harvard Business Case: 9-514-079 to 81.

### **Week 4 - Crisis - Dealing with Viral Outbreak**

Reading:

Domino's Pizza: Richard Ivey School of Business Case: W11159

### **Week 5 - A Different Human Experience**

Readings:

Advertising's New Medium: Human Experience by Jeffrey F. Rayport, Harvard Business Review March 2013, p. 3-9

### **Week 6 - Creativity: practices, places & personalities**

Reading:

Mihaly Csikszentmihalyi (1997) 'Happiness and Creativity: Going with the Flow', *The Futurist*, September-October, pp. 8-12

Dava Sobel (1995) 'Mihaly Csikszentmihalyi [interview]', *Omni*, volume 17, issue 4, 99. 73-79

### **Week 7 - DIY Media**

Reading:

Ethan Mollick (2014) 'The dynamic of crowdfunding: An exploratory study', *Journal of Business Venturing*, number 29, pp. 1-16

Jessa Lingel and Mor Naaman (2011) 'You should have been there, man: Live music, DIY content and online communities', *New Media Society*, volume 14, number 2, pp. 332-349

### **Week 8 - Self-branding**

Reading:

Carolina Bandinelli and Adam Arvidsson (2012) 'Brand Yourself a Changemaker!', *Journal of Macromarketing*, volume 33, issue 1, pp. 67-71.

### **Week 10 - Digital Futures**

Reading:

Anjali S. Bal et al. (2013) 'Do good, goes bad, gets ugly: Kony 2012', *Journal of Public Affairs*, volume 13, number 2, pp. 202-208

Andreas M. Kaplan and Michael Haenlein (2011) 'Two hearts in three-quarter time: How to waltz the social media/viral marketing dance', *Business Horizons*, number 54, pp/ 253-263

### **Week 11 - Ethics in Communication**

## Reading:

Gayle Kerr et al. (2012), 'Buy, boycott or blog: Exploring online consumer power to share, discuss and distribute controversial advertising messages', *European Journal of Marketing*, volume 46, number 3/4, pp. 387-405

Herbert Jack Rotfeld (2008) 'The Stealth Influence of Covert Marketing and Much Ado About What May Be Nothing', *Journal of Public Policy and Marketing*, volume 27, number 1, pp. 63-68

## **Week 12 - Presentations**

## **Week 13 - Presentations**

# **Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html) *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## **Student Code of Conduct**

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student\\_conduct/](https://students.mq.edu.au/support/student_conduct/)

## **Results**

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](http://ask.mq.edu.au).

## **Additional information**

MMCCS website [https://www.mq.edu.au/about\\_us/faculties\\_and\\_departments/faculty\\_of\\_arts/departments\\_of\\_media\\_music\\_communication\\_and\\_cultural\\_studies/](https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments_of_media_music_communication_and_cultural_studies/)

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Information is correct at the time of publication



## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

### Learning outcomes

- Demonstrate ability to meet marketing imperatives through application of technical skills.
- Respond creatively to business problems using appropriate media.
- Determine appropriate solutions using creative media.

### Assessment tasks

- Group Pitch

- Pitch - individual component

## Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

### Learning outcomes

- Demonstrate knowledge of various marketing and media frameworks.
- Demonstrate ability to meet marketing imperatives through application of technical skills.
- Critically evaluate issues in marketing and media by using various framework and theories, including ethical behaviour.

### Assessment tasks

- Group Pitch
- Pitch - individual component
- Final exam
- Tutorial Participation

## Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

### Learning outcomes

- Demonstrate knowledge of various marketing and media frameworks.
- Demonstrate ability to meet marketing imperatives through application of technical skills.
- Critically evaluate issues in marketing and media by using various framework and theories, including ethical behaviour.
- Respond creatively to business problems using appropriate media.

## Assessment tasks

- Group Pitch
- Pitch - individual component
- Final exam
- Tutorial Participation

## Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

## Learning outcomes

- Demonstrate ability to meet marketing imperatives through application of technical skills.
- Critically evaluate issues in marketing and media by using various framework and theories, including ethical behaviour.
- Respond creatively to business problems using appropriate media.
- Determine appropriate solutions using creative media.

## Assessment tasks

- Group Pitch
- Pitch - individual component
- Final exam
- Tutorial Participation

## Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

## Learning outcomes

- Demonstrate ability to meet marketing imperatives through application of technical skills.
- Determine appropriate solutions using creative media.

## Assessment tasks

- Group Pitch
- Pitch - individual component

## Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

## Learning outcome

- Critically evaluate issues in marketing and media by using various framework and theories, including ethical behaviour.

## Assessment tasks

- Pitch - individual component
- Final exam
- Tutorial Participation

## Changes from Previous Offering

This year's offering of MECO399 adds the individual pitch experience video as an assessment component. Students are encouraged to reflect on the design and implementation of this course, and to consider how it can be improved.