



# MECO399

## Advanced Issues in Marketing and Media

S2 Day 2016

*Department of Media, Music, Communication and Cultural Studies*

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#### **Disclaimer**

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## General Information

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Credit points

3

Prerequisites

Admission to BMktgMedia and 39cp

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.

Demonstrate an awareness of contemporary challenges in business and the need for ethical behaviour in business

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 ultimately achieve an overall grade of at least 50%.

Late Penalties: Tasks above 10%. Students who submit late work without an extension will receive a penalty of 10% per day. This penalty does not apply for cases in which an application for Disruption to Studies is made and approved.

## Assessment Tasks

Name	Weighting	Due
<a href="#">Group Pitch</a>	50%	Week 13
<a href="#">Final exam</a>	30%	Exam period
<a href="#">Tutorial Participation</a>	20%	Ongoing

### Group Pitch

Due: **Week 13**

Weighting: **50%**

This assignment comprises of: a 20-minute presentation, followed by a 5-minute Q&A based on a creative brief (25%); and a written executive summary (25%). All groups must be ready to present in Week 13, and will be randomly chosen that day. All PowerPoint slides and reports are due Week 12, to be submitted during the tutorial.

Marking Criteria for Presentation (25%)

\* 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 (25%)

- \* 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 and given a group mark.

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.

## 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.
- Demonstrate an awareness of contemporary challenges in business and the need for

ethical behaviour in business

## 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.
- Demonstrate an awareness of contemporary challenges in business and the need for ethical behaviour in business

## Delivery and Resources

Lectures are held every Monday 9-11 a.m. in C5A 232, with tutorials at either 11 a.m. - 12 p.m. (in X5B 136) or 12-1 p.m (W5C 309). . 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 former. 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. All students must present in the final pitch project in week 13. This will be in C5C room 209 (9am to 2 pm).

## 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 - Going Viral and Dealing With Crisis**

Readings:

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

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

## **Week 4 - Persuasion in Mass Communications**

Reading:

Hill et al (2013), "How quickly we forget: The duration of persuasion effects from mass communication" *Political Communication*, 30, 521-547

## **Week 5 - Evaluating Effective Advertising**

Readings:

Kellogs case study

How to market effectively to the Millennials

## **Week 6 - Creativity & The Brand Narrative**

Reading:

The Coca-Cola Company's Case for Creative Transformation. Harvard Business Case: 5-516-038

## **Week 7 - DIY Funding & Media**

Readings:

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 - Labour Day (no class)**

## **Week 9 - Exploiting a Digital Future**

Reading:

Beyonce. Harvard Business Case: 5-515-084

## **Week 10 - Becoming Digital**

Reading:

The Tate's Digital Transformation. Harvard Business Case: 9-314-122.

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

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

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

Discussion on selected Media Watch episodes (ABC)

### **Week 12 - Self-branding & Micro-Celebrity**

Reading:

Alison Hearn and Stephanie Schoenhoff (2016) "From celebrity to influencer" in David Marshall and Sean Redmond (eds) *Companion to Celebrity* p. 194-212.

### **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)

**New Assessment Policy in effect from Session 2 2016** [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](http://mq.edu.au/policy/docs/assessment/policy_2016.html). For more information visit [http://students.mq.edu.au/events/2016/07/19/new\\_assessment\\_policy\\_in\\_place\\_from\\_session\\_2/](http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/)

Assessment Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/grading/policy.html>

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

Complaint Management Procedure for Students and Members of the Public [http://www.mq.edu.au/policy/docs/complaint\\_management/procedure.html](http://www.mq.edu.au/policy/docs/complaint_management/procedure.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://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources 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 task

- Group Pitch

### 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.
- Demonstrate an awareness of contemporary challenges in business and the need for ethical behaviour in business

#### Assessment tasks

- Group Pitch
- 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.
- Demonstrate an awareness of contemporary challenges in business and the need for ethical behaviour in business
- Respond creatively to business problems using appropriate media.

## **Assessment tasks**

- Group Pitch
- 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.
- Demonstrate an awareness of contemporary challenges in business and the need for ethical behaviour in business
- Respond creatively to business problems using appropriate media.
- Determine appropriate solutions using creative media.

## **Assessment tasks**

- Group Pitch
- 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 task**

- Group Pitch

## **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**

- Demonstrate an awareness of contemporary challenges in business and the need for ethical behaviour in business

## **Assessment tasks**

- 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.