



# MMCC3199

## Advanced Issues in Marketing and Media

Session 2, Special circumstance 2020

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

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#### Disclaimer

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#### Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

## General Information

Unit convenor and teaching staff

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By appointment

Raymond Welling

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Credit points

10

Prerequisites

Admission to BMktgMedia and 130cp at 1000 level or above

Corequisites

(MAS390 or MMCC3090) and (MKTG303 or MKTG3003)

Co-badged status

Unit description

This unit is designed to help students to apply the scholarly skills and concepts studied in the Bachelor of Marketing and Media to professional practices. This is an interdisciplinary unit, where students will learn aspects of marketing and media as a dynamic professional nexus. Students will explore key opportunities, challenges and trends as they relate to industry, creative practice and research. As media and marketing technologies continue to rapidly evolve, the emphasis in this unit is on contemporary phenomena and the 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:

**ULO1:** adapt and apply integrated marketing and media knowledge and skills to undertake professional work.

**ULO2:** evaluate and analyse business problems using appropriate media.

**ULO3:** persuade and/or present client of appropriate marketing and creative media solutions.

**ULO4:** apply professional skills and capabilities appropriate to the marketing and media business environment.

**ULO5:** communicate research in creative ways to a wide range of audiences (professional and academic) and collaborate ethically with others.

## General Assessment Information

MMCC3199 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: Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (including weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Application of learning (online)</u>	15%	No	Week 3
<u>Online seminar and online participation</u>	25%	No	Week 13
<u>Industry Pitch Project (online)</u>	60%	No	Week 13

### Application of learning (online)

Assessment Type <sup>1</sup>: Practice-based task

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **Week 3**

Weighting: **15%**

This assessment is about team work, and consists of three components: Completion of LinkedIn Learning course on teamwork (5%), completion of teamwork activity plan (5%), plus conflict management agreement (5%).

On successful completion you will be able to:

- apply professional skills and capabilities appropriate to the marketing and media business environment.
- communicate research in creative ways to a wide range of audiences (professional and academic) and collaborate ethically with others.

## Online seminar and online participation

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **Week 13**

Weighting: **25%**

Students are expected to complete all LinkedIn activities, as well as make an active and informed contribution to all online class discussions, exercises and homework. You are encouraged to contribute in ways that reflect close / deep and creative consideration of all materials and readings.

On successful completion you will be able to:

- adapt and apply integrated marketing and media knowledge and skills to undertake professional work.
- evaluate and analyse business problems using appropriate media.
- apply professional skills and capabilities appropriate to the marketing and media business environment.
- communicate research in creative ways to a wide range of audiences (professional and academic) and collaborate ethically with others.

## Industry Pitch Project (online)

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 60 hours

Due: **Week 13**

Weighting: **60%**

Students will undertake a major creative production project for an industry partner. This project comprises 4 main components, broken into individual and team tasks. Details of each of these 4 components are as follows:

1. Essay on teamwork planning for project (individual mark): Students are required to write an essay on how they will plan to optimise their team work using your completed team charter sheet and your pitch project. They are required to reflect on the immediate goals and anticipate successful teamwork practices in achieving the requirements of the pitch project (15%).
2. Individual presentation (individual mark): A twenty-minute pitch presentation to industry partners, followed by a 5-minute Question and Answer session based on each creative brief (15%)
3. Executive Summary (collective mark): A written executive summary of the Pitch Project to a client industry partner on your team's creative brief / production project (25%)
4. Peer Evaluation of winning team (collective mark): A two-minute presentation on justifying which team had the best pitch and why (5%).

Refer to iLearn for further information.

On successful completion you will be able to:

- adapt and apply integrated marketing and media knowledge and skills to undertake professional work.
- evaluate and analyse business problems using appropriate media.
- persuade and/or present client of appropriate marketing and creative media solutions.
- apply professional skills and capabilities appropriate to the marketing and media business environment.

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<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

## Delivery and Resources

Lectures and tutorials are conducted in an intensive teaching mode including the use of online activities. Note: there will be a two full day classes during the first week of the session break. The classes are carried out in the following manner and locations.

A. In Macquarie Business School Finance Decisions Lab in 4 Eastern Road, building E4A (level 1) or online except week 12:

1. Week 2 - attend Tuesday (4-8pm) (Macquarie Business School, Finance Decision Lab (as of time of publishing)) or Thursday (4-8pm) (online)
2. Week 3 - attend Tuesday (4-8pm) - Client briefing (Macquarie Business School, Finance Decision Lab) or Thursday (4-8pm) (online)
3. Week 12 - attend Thursday (4-5pm) - everyone to attend either in person (as at time of publishing) or online (location TBC)
4. Week 13 - attend Wednesday or Thursday (12-6pm) - Pitch presentation to client (Macquarie Business School, Finance Decision Lab (as at time of publishing) or online)

B. In 17 Wally's Walk, Collaborative Forum or online, during the first week of session break:

1. Sept Wed 18 (9am - 5pm) - everyone to attend
2. Sept Thurs 19 (9am - 5pm) - everyone to attend

Students are required to complete online activities, use iLearn, and whatever technical resources required for their group assignments (e.g. PowerPoint). Lecture and tutorial attendance are compulsory and will be recorded in the former. Students will also be expected to come to all classes having already read the reading/s, complete online activities, and prepared to discuss the content. Students will not be able to change groups they have registered in, and must attend 80% of the total face-to-face class time. 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. Finalisation and submission of presentation at the end of week 12. Client briefing is in week 3.

There are two cohorts, Tuesday (FTF as of time of publishing) or Thursday (online). You only need to attend one of these (i.e., Tuesday or Thursday class) in weeks 2 and 3. For all the other weeks, the two cohorts will come together for joint classes.

Please stay in the cohort you have selected; that is, either Tuesday or Thursday. Do not change as this will disrupt group formation and client project.

All articles and videos will be provided or viewed on the iLearn website.

## Unit Schedule

### Week 1

- No class, but read the following two cases for week 2's class:

## **Week 2**

- Course explanation, team formation, group activity contract & dynamics
- Planning the campaign & insight
- Becoming Digital and Exploiting a Digital Future
- Evaluating different digital tools
- Finding consumer insight
- Careers in digital marketing: an entrepreneur's story

## **Week 3**

- Client briefing
- Future of advertising
- Viral marketing
- Careers in digital marketing: a visual and influential journey

## **Week 4 (online)**

- Creativity - What exactly is it?
- Advertising creativity, issues & its barriers

## **Week 5 (online)**

- Persuasion & persuasion technologies

## **Week 6 (online)**

- Branding and social media

## **Week 7 (online)**

- Self-branding & micro-celebrity

## **Intensive sessions (September Wed. 18th, Thurs. 19th)**

### **Topics to be discussed**

- Searching for the key insight, compelling selling proposition and the big idea
- Developing behavioural habit as a strategy & what causes disruption
- How to use social influencers effectively
- How to apply social insights in your marketing strategy
- How to take advantage of outdoor advertising
- Search engine marketing - how to boss AdWords & stalk users better than Zuckerberg
- How to navigate through digital media & tech boom like a boss!
- What to expect a data-driven world of media and marketing
- Content marketing

- The devolution of traditional media in the digital age and how to navigate the future

Readings: Specific readings and case studies will be provided for some of these topics

### **Week 8 (online)**

- Ethics in the Digital World

### **Week 9 (online)**

- Media, Politics & Terrorism on the Internet

### **Weeks 10 & 11 (no class)**

- Pitch preparation
- Application of Learning assignment

### **Week 12**

- Pitch finalisation
- Finalisation of individual assignment on Application of Learning
- Both assessment tasks due at the end of weeks 3 & 13

### **Week 13**

- Industry Pitch to client

## **Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.



If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## 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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

## 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)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/](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.

## **Changes from Previous Offering**

Changes made focus on employability features, with the insight video/podcast assignment replaced with a series of strengths assessments and LinkedIn profile improvement tasks.