



MMCC2030

Media and Advertising

Session 2, Special circumstance 2020

Department of Media, Music, Communication and Cultural Studies

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Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

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

Convenor

Qin Guo

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Contact via email

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Tutor

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Credit points

10

Prerequisites

40cp at 1000 level or above

Corequisites

Co-badged status

Unit description

This unit examines the relationship between media, industry, and non-government organisations. Exploring the literature, theory, history and practice of media and advertising, students will engage with case studies and media theory and apply these theories to design an international public relations, media or advertising project.

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:** analyse the relationships between public relations and advertising, the media, industry and NGOs.
- ULO2:** evaluate the theories and practices surrounding media and advertising.
- ULO3:** analyse media and advertising campaigns.
- ULO4:** apply media theories in creating an international media or advertising campaign.
- ULO5:** communicate disciplinary knowledge in oral presentations and/or writing.

General Assessment Information

Assignment grading

All assignments of this unit are aligned to the standards outlined in the Macquarie University Assessment Policy (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>). Marking rubric for each of the assignments is available on the iLearn. Students are expected to read the rubric before working on the assignment.

Late submission:

1. Assessment tasks are aligned to the unit learning outcomes. Timely submission of assessment tasks is a unit requirement.
2. Late submission penalty: 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 (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests.
3. Re-Marks: The in-session re-mark application form is available at <http://www.mq.edu.au/pubstatic/public/download/?id=167914>.

Assessment Tasks

Name	Weighting	Hurdle	Due
Media Advertising Project Design	50%	No	02/11/2020
Online quizzes and class contribution	20%	No	Week 2 - 6 Monday
Essay	30%	No	07/09/2020

Media Advertising Project Design

Assessment Type ¹: Practice-based task

Indicative Time on Task ²: 50 hours

Due: **02/11/2020**

Weighting: **50%**

Working in teams, students are required to develop a plan for an advertising campaign. This task requires teamwork, however it will be marked individually. Students of each team will work together to determine an issue of concern and name of the campaign. Individually, each student will submit a report on the rationale of the proposed campaign. Collectively, each team will submit a proposal of the campaign.

On successful completion you will be able to:

- apply media theories in creating an international media or advertising campaign.
- communicate disciplinary knowledge in oral presentations and/or writing.

Online quizzes and class contribution

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 20 hours

Due: **Week 2 - 6 Monday**

Weighting: **20%**

Students are expected to engage with the weekly readings and lectures. Based on the readings and lectures, students are required to complete the online quizzes.

On successful completion you will be able to:

- evaluate the theories and practices surrounding media and advertising.

Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 30 hours

Due: **07/09/2020**

Weighting: **30%**

Each student will submit a 1000-word essay on media and advertising in the contemporary world. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse the relationships between public relations and advertising, the media, industry and NGOs.
- evaluate the theories and practices surrounding media and advertising.
- analyse media and advertising campaigns.
- communicate disciplinary knowledge in oral presentations and/or writing.

¹ 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.

² 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

This unit will be delivered in multi modes, including online lectures, online and on-campus tutorials, and consultations. Students are expected to complete the reading and reflect on the reading questions of the week before attending the lecture and tutorial.

Students are expected to make use of material and information available in the library, on the internet and other published resources to enrich their study experiences.

1. Online Lectures – Lectures start from Week One. Students are expected to attend the online lectures each week. Lecture notes (PPTs) will be uploaded onto iLearn each week **after** the lecture. Updated weekly reading list can be found in the end of each week's lecture PPT.
2. Tutorials – Tutorial classes start from Week Two. Students are required to attend and actively participate in the weekly tutorials (online or on-campus).
3. iLearn - The iLearn is an important information resource and communication platform for this unit. Important information about learning and teaching of this unit will be distributed through iLearn. It is expected that all students are visiting the iLearn regularly.
4. MQ email – Please check your MQ email regularly. This is the major channel the lecturer and tutors will use to circulate important information and announcement.

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 or if you are a Global MBA student contact 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) 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

If you are a Global MBA student contact globalmba.support@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/.

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.