



MMCC3199

Advanced Issues in Marketing and Media

Session 2, Special circumstances 2021

Department of Media, Communications, Creative Arts, Language and Literature

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	3
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	4
<u>Delivery and Resources</u>	6
<u>Unit Schedule</u>	6
<u>Policies and Procedures</u>	7

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Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

General Information

Unit convenor and teaching staff

Convenor

Lauren Gorfinkel

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Contact via Email

By appointment

Lecturer, Tutor

Raymond Welling

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Contact via Email

By appointment

Jillian Kramer

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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

Please note that the University and the Faculty of Arts have launched a new assessment policy effective as of 1 July 2021. This new policy particularly affects **LATE SUBMISSION OF ASSIGNMENTS**.

The Faculty policy in relation to late assessment submissions is as follows:

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – 10 marks out of 100 credit will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted seven days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests, etc.

To be very clear:

- Unless you have applied for special consideration and had your application approved, for each day your assignment is late, 10 marks will be deducted. For example, if you submit your assignment 7 days late, 70 marks will be deducted, which means you will fail that assignment.
- If your assignment is more than 7 days late (including weekends), you will get 0 for your assignment.

These are serious penalties that will substantially alter your final grade and

even determine whether you pass or fail this unit. Please make every effort to submit your assignment by the due date.

If you find you cannot submit your assignment on time, please apply for Special Consideration through AskMQ. Make sure you read Macquarie University's policy regarding Special Consideration requests before you apply:

<https://students.mq.edu.au/study/assessment-exams/special-consideration>

Assessment Tasks

Name	Weighting	Hurdle	Due
Application of learning (online)	15%	No	23:59 27/08/2021
Online seminar and online participation	25%	No	Ongoing
Industry Pitch Project (online)	60%	No	Ongoing

Application of learning (online)

Assessment Type ¹: Practice-based task

Indicative Time on Task ²: 15 hours

Due: **23:59 27/08/2021**

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 ¹: Participatory task

Indicative Time on Task ²: 25 hours

Due: **Ongoing**

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 **1**: Project

Indicative Time on Task **2**: 60 hours

Due: **Ongoing**

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.

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

Lectures and tutorials will be conducted in an intensive teaching mode, as well as via weekly online recorded lectures and activities.

There will be a client briefing in week 3 and students will pitch to the client in week 13.

Students are required to complete online activities, use iLearn, and other technical resources required for their group assignments (e.g. PowerPoint).

Students are expected to attend all classes having already read the reading, completed the online activities, and prepared to discuss the content.

All readings and online resources will be available via ilearn.

Unit Schedule

Week 1 - No class

Week 2 (live meeting, 4 hr class) - Unit introduction, Marketing/Media convergence, Devolution of the media, Death/Transformation of advertising, Online marketing

Week 3 (live meeting, 4 hr class) - Client brief, Ethics Part 1: Ethics in Marketing and Media,

Viral Marketing

Week 4 (online readings and activities) - Self-branding

Week 5 (online readings and activities) - Creativity

Week 6 (online readings and activities) - Persuasion

Week 7 (online readings and activities) - Influencer Marketing

Intensive Day 1 (live meeting, 8 hr class during mid-semester break) - Media & marketing tools and platforms (workshops and guest speakers)

Intensive Day 2 (live meeting, 8 hr class during mid-semester break) - Careers in marketing and media; Employability: Putting your best foot forward (workshops and guest speakers)

Week 8 - No class

Week 9 (online readings and activities) - Ethics Part 2: Privacy, Cybersecurity, and Data Use

Week 10 (online readings and activities) - Online Media in the 21st Century: Search and the Power of Good Content

Week 11 (online readings and activities) - Media and Marketing in the Post-Pandemic Era

Week 12 (live meeting, 1 hr class) - Wrapping it all Up: Summary Lecture

Week 13 (live meeting, 6 hr class) - Client Presentations

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)

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

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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.