MMCC2030

Media and Advertising

Session 2, Weekday attendance, North Ryde 2021

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

Contents

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
Dennis Bruining
dennis.bruining@mq.edu.au
Contact via Please contact via email

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

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
Online quizzes and class contribution	20%	No	23:59 08/08/21, 15/08/21, 22/08/21, 29/08/21, 05/09/2021
Essay	30%	No	17:00 04/10/2021
Media Advertising Project Design	50%	No	23:59 07/11/2021

Online quizzes and class contribution

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 20 hours
Due: **23:59 08/08/21, 15/08/21, 22/08/21, 29/08/21, 05/09/2021**
Weighting: **20%**

Students are expected to engage with the weekly readings and lecture content. Based on the readings and lectures, students are required to complete the online quizzes and engage in discussions and tutorial activities. Please refer to iLearn for detailed information on the the requirement of this assessment.

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: **17:00 04/10/2021**
Weighting: **30%**

Each student will submit a short essay on media and advertising in the contemporary world. Please 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.

Media Advertising Project Design

Assessment Type [1]: Practice-based task
Indicative Time on Task [2]: 50 hours
Due: **23:59 07/11/2021**
Weighting: **50%**

Working in teams, students are required to develop a plan for an advertising project. Students are required to submit a group work and an individual work for this assessment task.Collectively, each group will submit a proposal of the advertising project. Individually, each student will submit a report on the rationale of the proposed project. Please refer to iLearn for further information.

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.

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[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

Please see ilearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (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). 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) 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.

Changes since First Published

Date	Description
21/07/2021	Due dates finalised.