



# MMCC2030

## Media and Advertising

Session 2, In person-scheduled-weekday, North Ryde 2022

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

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Convenor, Tutor

Catherine Fargher

[catherine.fargher@mq.edu.au](mailto:catherine.fargher@mq.edu.au)

Contact via contact via email or 9850 2251

10 HA 147 (hub) room 156

please see ilearn

Tutor

Tanya Muscat

[tanya.muscat@mq.edu.au](mailto:tanya.muscat@mq.edu.au)

Contact via via email

TBA

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 2022. This new policy particularly affects LATE SUBMISSION OF ASSIGNMENTS.

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

### **Late Assessment Submission Penalty**

*Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a mark of '0' (zero) will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical issue.*

*This late penalty will apply to non-timed sensitive assessment (incl essays, reports, posters, portfolios, journals, recordings etc). **Late submission of time sensitive tasks** (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs etc) **will only be addressed by the unit convenor in a Special consideration application. Special Consideration outcome may result in a new question or topic.***

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
<a href="#">Online quizzes and class contribution</a>	20%	No	Quiz (week 2-6) closes Sun 11.59, 7/8/22 to 4/9/22
<a href="#">Essay</a>	30%	No	Tuesday October 4th (week 9) - 17.00 hrs (5pm)
<a href="#">Media Advertising Project Design</a>	50%	No	Week 13, Thursday 3rd November, 11.59pm

## Online quizzes and class contribution

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

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Quiz (week 2-6) closes Sun 11.59, 7/8/22 to 4/9/22**

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 requirement of this assessment.

On successful completion you will be able to:

- evaluate the theories and practices surrounding media and advertising.

## Essay

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

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Tuesday October 4th (week 9) - 17.00 hrs (5pm)**

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

Indicative Time on Task <sup>2</sup>: 50 hours

Due: **Week 13, Thursday 3rd November, 11.59pm**

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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<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

### Unit Delivery:

*Lectures and tutorials begin in week one.* Please consult the [MQ timetable here](#) for further information.

### Unit Resources:

This readings and resources required for this unit are available via ilearn and the University Library. If you have any questions, please let Catherine know via email.

## Unit Schedule

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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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](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)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## 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.