



# MMCC2030

## Media and Advertising

Session 2, In person-scheduled-weekday, North Ryde 2023

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

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## General Information

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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

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="#">Media Advertising Project Design</a>	50%	No	Week 13- 3/11/23 at 11:55 (23:55 pm)
<a href="#">Proposal Plan and Individual Analysis</a>	30%	No	Week 9 - 3/10/23 at 11:55 (23:55 pm)
<a href="#">Online quizzes and class contribution</a>	20%	No	QUIZ complete by SUNDAY, wks 2-6 11.55 (23.55 pm)

### Media Advertising Project Design

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

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

Due: **Week 13- 3/11/23 at 11:55 (23:55 pm)**

Weighting: **50%**

Working in teams, students are required to develop a professional and comprehensive plan for an advertising project. Students are also required to submit a group work and an individual evaluation for this assessment task. Please refer to iLearn for further information.

On successful completion you will be able to:

- evaluate the theories and practices surrounding media and advertising.
- analyse media and advertising campaigns.
- apply media theories in creating an international media or advertising campaign.
- communicate disciplinary knowledge in oral presentations and/or writing.

### Proposal Plan and Individual Analysis

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

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

Due: **Week 9 - 3/10/23 at 11:55 (23:55 pm)**

Weighting: **30%**

Students will submit a plan for an advertising proposal based on their group project and an individual analysis incorporating underpinning advertising theory. Please see 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.
- 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 <sup>1</sup>: Participatory task

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

Due: **QUIZ complete by SUNDAY, wks 2-6 11.55 (23.55 pm)**

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.

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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**

## ATTENDANCE

This unit has a 30-60 minute lecture and a one hour tutorial every week. **Online lectures begin in week one.** These *pre-recorded lectures* which will be available each week by 9.30am Monday. *They will be available on ilearn within the weekly modules.* Students are required to prepare for tutorials by having attended or listened to the lecture, having checked ilearn for weekly case studies (if required), having done the week's readings and prepared questions and notes.

Tutorials are both online and/or on-campus. **Tutorials begin in week 2.** Please consult the [MQ timetable here](#) for further information. Please note, you **must** attend the tutorial you are enrolled in. If you wish to change your tutorial time you can do so via e-student. Your tutor/lecturer will **not** be able to change your tutorial enrolment. Do **not** turn up to a tutorial that you are not enrolled in. We cannot accept extra students into a fully enrolled tutorial.

### Unit Resources:

## REQUIRED READING

This readings and resources required for this unit are available online via *Leganto link on ilearn* and the University Library.

The recommended Textbook from which many modules derive is 'Advertising Principles and Practice: 3rd Edition' (2012), ed. Moriarty L et al. Pearson (Melbourne) Please check ilearn in week 1, for a promotion code if you wish to purchase a discounted copy from Taylor and Francis Books.

If you have any questions, please let Catherine know via email.

## RECOMMENDED READING

There is a list of further recommended reading for each topic - please refer to iLearn.

## REQUIRED AND REQUIRED CASE STUDIES

In most weeks, there is a pre tutorial WAARC Case study to view. Please check in the weekly module sections for pweekly case-studies. See iLearn for more details.

## TECHNOLOGIES USED AND REQUIRED

Lectures will be recorded and available on iLearn. Details on readings, assessments and links to relevant material will be available on iLearn. Students are expected to regularly check iLearn and their MQ email addresses for announcements.

## Unit Schedule

Please see ilearn for detailed reading lists and lectures.

Schedule:

Week 1: Introduction

Week 2 Module: Defining Advertising

Week 3 Module: Culture, Society and Advertising

Week 4 Module: Advertising Players

Week 5 Module: Brand and Brand Advertising

Week 6 Module: Motivation Theory and Advertising

Week 7 Module: Target Audience

Week 8 Module: Media and Advertising Strategies

Week 9 Module: Advertising Planning

Week 10 Module: Regulation and Ethics

Week 11 Module: Media and Advertising Project (tutor consultation/group work)

Week 12 Module: Media and Advertising Project (tutor consultation/group work)

## **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](#)
- [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 Advocacy](#) provides independent advice on MQ policies, procedures, and processes



## 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.

## Changes from Previous Offering

Previously the mid-semester assessment for this subject was a Short Essay. We have replaced this with a Project Plan and Individual Analysis, which will have the same weighting but encourage stronger project planning within class, while allowing for a strong individual analysis, exploring underpinning advertising theory.

## Changes since First Published

Date	Description
19/07/2023	Based on discussion with my Head of Discipline, Dr Stephen Collins, I have changed the tutorial start times for 2030 to week 2, instead of the previous week 1.

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Unit information based on version 2023.02 of the [Handbook](#)