



# MMCC3199

## Advanced Issues in Marketing and Media

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  
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:** collaborate and apply integrated marketing and media knowledge and skills to undertake professional work

**ULO2:** critically evaluate contemporary issues, opportunities, challenges and trends as they relate to industry

**ULO3:** apply technical skills to meet marketing and media imperatives

## General Assessment Information

### 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.**

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Contemporary Issues Analysis</a>	40%	No	10/09/2023, 11:55pm
<a href="#">Professional Report for Client</a>	30%	No	22/10/2023, 11:55pm
<a href="#">Presentation Pitch to Client</a>	30%	No	01/11/2023, 11:55pm

## Contemporary Issues Analysis

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

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **10/09/2023, 11:55pm**

Weighting: **40%**

Through a written task, students will apply theoretical concepts covered in the course to practical situations. Further information pertaining to the task can be found on the ilearn site for the unit.

On successful completion you will be able to:

- critically evaluate contemporary issues, opportunities, challenges and trends as they relate to industry

## Professional Report for Client

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

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **22/10/2023, 11:55pm**

Weighting: **30%**

A professional report for client plus artefacts. Please see ilearn for further information.

On successful completion you will be able to:

- collaborate and apply integrated marketing and media knowledge and skills to undertake professional work

## Presentation Pitch to Client

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

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

Due: **01/11/2023, 11:55pm**

Weighting: **30%**

A presentation pitch to client plus artefacts. Please see ilearn for further information.

On successful completion you will be able to:

- apply technical skills to meet marketing and media imperatives

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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

Lectures and tutorials will be conducted each week. **They begin in week one.**

There will be a client briefing in week 7 and students will pitch to the client in weeks 11 and 12.

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/Leganto.

## Unit Schedule

Week 1: Introduction to the unit: What are the advanced issues in marketing and media today?

Week 2: Devolution of media

Week 3: Developing a digital marketing and media campaign

Week 4: Implementing a digital marketing and media campaign

Week 5: Self-branding and your career

Week 6: Influencers and the power of the algorithm

Week 7: The importance of being ethical in marketing (first assessment due)

Week 8: Persuasion, privacy and big tech: ethics in practice

Week 9: Creativity in the digital age

Week 10: Performance measurement for marketing and media

Week 11: Opportunities and challenges for present and future marketing and media (+ client presentations)

Week 12: Marketing and media careers in the 21st century (+ 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](#)
- [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.