MMCC2030

Advertising, Branding and Media

Session 2, In person-scheduled-weekday, North Ryde 2024

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

Contents

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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 advertising, branding, public relations and the media in corporate, government and non-government contexts. Exploring the literature, theory, history and practice of advertising and branding, students will engage with case studies and media theory and apply these theories to design an advertising or promotional campaign.

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 advertising, branding, public relations and the media.

ULO2: evaluate the theories and practices surrounding advertising and branding.

ULO3: analyse advertising and promotional campaigns.

ULO4: apply media theories in creating an advertising campaign.

ULO5: communicate disciplinary knowledge in oral presentations and/or writing.

General Assessment Information

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 written reports and recordings only. Late submission of time sensitive tasks (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs will be addressed by the unit convenor in a Special consideration application.

Assessment Tasks

Name	Weighting	Hurdle	Due
Online quizzes and class contribution	20%	No	2024-09-01
Proposal Plan and Individual Analysis	30%	No	2024-10-06
Advertising Project Design	50%	No	2024-11-03

Online quizzes and class contribution

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 20 hours
Due: **2024-09-01**
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 advertising and branding.

Proposal Plan and Individual Analysis

Assessment Type [1]: Essay
Indicative Time on Task [2]: 30 hours
Due: **2024-10-06**
Weighting: **30%**

Students will submit a plan for an advertising proposal based on their group project and an individual analysis incorporating underpinning advertising and/or branding theory. Please see iLearn for further information.

On successful completion you will be able to:

- analyse the relationships between advertising, branding, public relations and the media.
- evaluate the theories and practices surrounding advertising and branding.
- analyse advertising and promotional campaigns.
- apply media theories in creating an advertising campaign.
- communicate disciplinary knowledge in oral presentations and/or writing.

Advertising Project Design

Assessment Type [1]: Practice-based task
Indicative Time on Task [2]: 50 hours
Due: **2024-11-03**
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 advertising and branding.
- analyse advertising and promotional campaigns.
- apply media theories in creating an 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

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.*** 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 ti metable 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.

RECOMMENDED READING

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

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Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://policie s.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). 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

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/.

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.

Unit information based on version 2024.03 of the Handbook