



# MMCC3199

## Advanced Issues in Marketing and Media

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

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

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#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

## General Information

Unit convenor and teaching staff

Convenor, Lecturer, Tutor

Nipa Saha

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Contact via Contact via email

Room 452, 25B Wally's Walk, Macquarie Park, NSW 2113, Australia

Find more information on iLearn

Tutor

Kylie Holmes

[k.holmes@mq.edu.au](mailto:k.holmes@mq.edu.au)

Contact via Contact via email

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

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
<a href="#"><u>Professional Report for Client</u></a>	30%	No	2024-09-08
<a href="#"><u>Presentation Pitch to Client</u></a>	30%	No	2024-10-20
<a href="#"><u>Contemporary Issues Analysis</u></a>	40%	No	2024-11-03

### Professional Report for Client

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

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

Due: **2024-09-08**

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: **2024-10-20**

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

## Contemporary Issues Analysis

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

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

Due: **2024-11-03**

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

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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

Delivery and Resources

**Unit Delivery: lectures and Tutorials**

### ATTENDANCE

This unit has a 30-60 minute lecture and a one hour tutorial every week. **Lectures begin in**

**week one.** T 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 1.** 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.

#### **RECOMMENDED READING**

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

## **Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.s.mq.edu.au\)](https://policies.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 \(https://students.mq.edu.au/support/study/policies\)](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.

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Unit information based on version 2024.02 of the [Handbook](#)