



MMCC2030

Advertising, Branding and Media

Session 2, In person-scheduled-weekday, North Ryde 2026

School of Communication, Society and Culture

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Disclaimer

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General Information

Unit convenor and teaching staff

Convenor, Lecturer, Tutor

Nipa Saha

nipa.saha@mq.edu.au

Room 331, 25C Wally's Walk, Macquarie Park, NSW 21

Contact via email

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 11.55 pm. A 1-hour grace period is provided to students who experience a technical issue. This late penalty will apply to non-time-sensitive assessments (incl. essays, reports, posters, portfolios, journals, recordings, etc). Late submissions of time-sensitive tasks (e.g., tests/exams, performance assessments/presentations, scheduled practical assessments/labs) will be addressed by the unit convenor through a Special Consideration application. Special Consideration outcome may result in a new question or topic.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Opportunity Analysis and Project Plan	30%	No	04/10/2026	Group	No	Open
Online quiz	20%	No	Week 2, 3, 4, 5, 6	Individual	No	Open
Media Advertising Project Design	50%	No	01/11/2026	Individual	Yes	Open

Opportunity Analysis and Project Plan

Assessment Type ¹: Professional task

Indicative Time on Task ²: 30 hours

Due: **04/10/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Open

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.

Online quiz

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 20 hours

Due: **Week 2, 3, 4, 5, 6**

Weighting: **20%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open

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 advertising and branding.

Media Advertising Project Design

Assessment Type ¹: Professional task

Indicative Time on Task ²: 50 hours

Due: **01/11/2026**

Weighting: **50%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

Students design an advertising element for a company. As examples, students may design for a commercial organization (e.g. to promote a product), a not-for-profit organization (e.g. to promote a public health education project), or a political organization (e.g. to introduce a new policy). Please see 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.

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

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 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.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 connect.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/>

Academic Success

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

- [Ask a Study Coach](#)
- [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 the [Service Connect Portal](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit <https://students.mq.edu.au/support/technology/service-desk>.

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.

ChatGPT and generative artificial intelligence tools (GAITs)

Learn about ChatGPT and generative artificial intelligence tools (GAITs)

What are ChatGPT and generative artificial intelligence tools (GAITs)?

ChatGPT and similar generative artificial intelligence tools (GAITs) are natural language processing tools that produce human-sounding text in many different forms. Although they 'speak' authoritatively, GAITs are unable to think, reason, experience emotions, or create new information.

Can I use GAITs to complete my assessments?

Teaching staff will advise to whether it's acceptable—if at all—to use GAITs in an assessment task. You should never use GAITs to complete an assessment task without the explicit direction of the teaching staff in your unit.

Remember, permission to use GAITs in assessment tasks *WILL* vary between i) units, and ii) individual assessments.

Why can't I use GAITs to help me with my assessments?

If you're not permitted to use GAITs in an assessment task, it's because doing so will undermine your learning and our ability to assess your capabilities and provide you with personalised feedback.

Who can I contact to get academic support?

We offer a wide range of free [study](#) and [personal](#) support services to help you succeed at university.

Unit information based on version 2026.03 of the [Handbook](#)