



MMCC3199

Advanced Issues in Marketing and Media

Session 2, Online-scheduled-weekday 2026

School of Communication, Society and Culture

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Disclaimer

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General Information

Unit convenor and teaching staff Nipa Saha nipa.saha@mq.edu.au
Credit points 10
Prerequisites 130cp at 1000 level or above and (Admission to BMktgMedia or (MMCC2100 and MMCC2030))
Corequisites (MAS390 or MMCC3090)
Co-badged status
Unit description This unit is designed to help students to apply the scholarly skills and concepts studied in 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 non-time 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	Groupwork/Individual	Short Extension	AI Approach
<u>Contemporary Issues Analysis</u>	40%	No	13/09/2026	Individual	Yes	Open
<u>Presentation Pitch to Client</u>	30%	No	11/10/2026	Individual	Yes	Open
<u>Professional Report for Client</u>	30%	No	01/11/2026	Individual and Group	No	Open

Contemporary Issues Analysis

Assessment Type ¹: Written Submission

Indicative Time on Task ²: 25 hours

Due: **13/09/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

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

Presentation Pitch to Client

Assessment Type ¹: Professional task

Indicative Time on Task ²: 20 hours

Due: **11/10/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

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

Professional Report for Client

Assessment Type ¹: Professional task

Indicative Time on Task ²: 25 hours

Due: **01/11/2026**

Weighting: **30%**

Groupwork/Individual: Individual and Group

Short extension ³: No

AI Approach: Open

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

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. **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 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 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.

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.

For more information, please visit <https://students.mq.edu.au/study/assessment-exams/academic-integrity/ai-tools>

Unit information based on version 2026.02 of the [Handbook](#)