



MECO399

Advanced Issues in Marketing and Media

S2 Day 2018

Department of Media, Music, Communication and Cultural Studies

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General Information

Unit convenor and teaching staff

Lecturer

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E4A 638

Thursday 1pm -2 pm

Lecturer/Tutor

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Y3A 165B

Please email for an appointment.

Credit points

3

Prerequisites

Admission to BMktgMedia and 39cp at 100 level or above

Corequisites

MAS390 and MKTG303

Co-badged status

Unit description

This unit is a team-taught unit designed to help students to parlay skills and concepts studied in the Bachelor of Marketing and Media into future pathways, and make sense of (and articulate) the academic scaffolding of this program. Staff from both Marketing and Media will address the key opportunities, challenges and trends that characterize this dynamic professional nexus, as they relate to industry, creative practice and research. The emphasis is on contemporary phenomena and the pertinent 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:

Adapt and apply integrated marketing and media knowledge and skills to undertake professional work.

Respond creatively to business problems using appropriate media.

Persuade client of appropriate marketing and creative media solutions.

Anticipate and build professional skills and capabilities appropriate to the marketing and media business environment.

Develop capacity for creativity, curiosity, criticism and be able to collaborate with others.

General Assessment Information

MECO399 is a team-taught capstone unit designed to help students parlay skills and concepts studied in the Bachelor of Marketing Media towards future pathways, and make sense of (and articulate) the program's academic scaffolding. The unit addresses key opportunities, challenges and trends that characterise this dynamic professional nexus, as they relate to industry, creative practice and research. The emphasis is on contemporary phenomena and the pertinent skill-set needed to navigate this increasingly influential and important field. As such, assessments are designed to draw on and showcase the comprehensive skills and knowledge students have derived from the Marketing Media program, and to demonstrate a capacity to work creatively and critically, both individually and in collaboration with peers. To pass this unit, students must ultimately achieve an overall grade of at least 50%.

Late Penalties: Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (including weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Industry Pitch Project</u>	60%	No	Week 6, Week 12 & 13
<u>Application of Learning</u>	25%	No	End of Weeks 3 & 13
<u>Participation</u>	15%	No	On-going

Industry Pitch Project

Due: **Week 6, Week 12 & 13**

Weighting: **60%**

Students will undertake a major creative production project for an industry partner. This project comprises 4 main components, broken into individual and team tasks. Details of each of these 4 components are as follows:

1. **Uncovering & elucidation of insight (individual mark):** A 3-min video or podcast documenting the uncovering and justification of key insight for the pitch project (15%) - due on week 6.
2. **Presentation (individual mark):** A twenty-minute pitch presentation to industry partners, followed by a 5-minute Q&A based on each team's creative brief (15%) - due on day of presentation;
3. **Executive Summary (collective mark):** A written executive summary of the Pitch Project to a client industry partner on your team's creative brief / production project (25%) - due end of Week 12;
4. **Peer Evaluation of winning team (collective mark):** A two-minute presentation on justifying which team had the best pitch and why (5%) - due on day of presentation;

Further details are provided on iLearn.

Assessment criteria

- Synthesis and integration of marketing and media knowledge.
- Apply marketing and media knowledge and skills to profession.
- Explain and evaluate suitability of proposed creative concept(s).
- Presented message / content is relevant, purposefully structured, clearly supported and evidence driven.
- Employ and deliver an effective and logical argument to persuade client to adopt recommendation(s).
- Demonstrate professional communication skills.
- Demonstrate creative, original and/or interesting thinking.

Extension and penalties

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (including weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests.

On successful completion you will be able to:

- Adapt and apply integrated marketing and media knowledge and skills to undertake

professional work.

- Respond creatively to business problems using appropriate media.
- Persuade client of appropriate marketing and creative media solutions.
- Anticipate and build professional skills and capabilities appropriate to the marketing and media business environment.
- Develop capacity for creativity, curiosity, criticism and be able to collaborate with others.

Application of Learning

Due: **End of Weeks 3 & 13**

Weighting: **25%**

This assessment is about team work, and consists of two components:

1. Teamwork coursework and activity planning (individual mark): Students are required to complete a LinkedIn Learning course on teamwork (3.3%), plus completion of teamwork activity plan (3.3%), plus conflict management agreement (3.3%). Total percentage of this component is 10% due on week 3.

2. Reflective essay (individual mark): Students will be required to write a reflection on the quality of the group's teamwork (15%) - due on week 13. This reflection should synthesise what they have learnt (e.g. from LinkedIn video course, or readings, case studies, guest lecturers and class interactions) and therefore understand the importance of teamwork,

Further details are provided on iLearn.

Assessment criteria

- Describe the practice of teamwork and its relation to its immediate goal and role in the workplace.
- Critically analyse how the team worked and critique how well this contributed to successful teamwork practices and the achievement of the team goals.
- Identify learning gained through working in teams and assess specific ways to improve effectiveness of self and/or teams engaging in future teamwork.

Extension and penalties

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (including weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests.

On successful completion you will be able to:

- Anticipate and build professional skills and capabilities appropriate to the marketing and media business environment.

- Develop capacity for creativity, curiosity, criticism and be able to collaborate with others.

Participation

Due: **On-going**

Weighting: **15%**

Student participation and engagement is encouraged and evaluated in this unit. Participation / engagement is assessed through online activity and face-to-face (F2F) class seminar. There are two components in this assessment.

1. Online case study (individual task): Students are required to complete a one-page reflection on an online case study (5%) due on the last day of the session break.

2. Online and Face-to-face participation (individual task): Students are expected to contribute productively in class, ask perceptive questions and provide new ideas/thinking related to the focal topic discussed. They are also expected to complete the LinkedIn activities (10%). This assessment is on-going assessment.

Further details are provided on iLearn.

Assessment criteria

- Participates actively in discussions.
- Demonstrate professional communication skills.
- Demonstrate creative, original and/or interesting thinking.
- Synthesis and integration of marketing and media knowledge.

Extension and penalties

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (including weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests.

On successful completion you will be able to:

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- Develop capacity for creativity, curiosity, criticism and be able to collaborate with others.

Delivery and Resources

Unlike previous offerings, lectures and tutorials are conducted in an intensive teaching mode

including the use of online activities. Note: there will be a two full day classes during the first week of the session break. The classes are carried out in the following manner & locations.

A. In Faculty of Business & Economics (FBE) 110 Finance Decisions Lab in 4 Eastern Road, building E4A (level 1) except week 12:

1. Week 2 - attend Tuesday (5-9pm) or Thursday (4-8pm) (FBE Finance Decisions Lab)
2. Week 3 - attend Tuesday (5-9pm) or Thursday (4-8pm) - Client briefing (FBE Finance Decisions Lab)
3. Week 12 - attend Thursday (4-5pm) - everyone to attend (7 Wally's Walk, E6B room 149)
4. Week 13 - attend Wednesday or Thursday (12-6pm) - Pitch presentation to client (FBE Finance Decisions Lab)

B. In 7 Wally's Walk, E6B room 149 during the first week of session break:

1. Sept Wed 19 (9am - 5pm) - everyone to attend
2. Sept Thurs 20 (9am - 5pm) - everyone to attend

Students are required to complete online activities, use iLearn, and whatever technical resources required for their group assignments (e.g. PowerPoint). Lecture and tutorial attendance is compulsory and will be recorded in the former. Students will also be expected to come to all classes having already read the reading/s, complete online activities, and prepared to discuss the content. Students will not be able to change groups they have registered in, and must attend 80% of the total face-to-face class time. Failure to do so (without proof of sickness or misadventure) will undermine the final grade. Students must arrive on time and not leave until the lecture/tutorial has finished. All students must present in the final pitch project in week 13. Finalisation and submission of presentation at the end of week 12. Client briefing is in week 3.

There are two cohorts, Tuesday or Thursday. You only need to attend one of these (i.e., Tuesday or Thursday class) in weeks 2, 3 and 13. For all the other weeks, the two cohorts will come together for joint classes.

Please stay in the cohort you have been allocated, that is either Tuesday or Thursday. Do not change as this will disrupt group formation and client project.

All articles and videos will be provided or viewed on the ilearn website.

Unit Schedule

Week 1

- No class, but read the following two cases for week 2's class:

Readings

- Becoming Digital and Exploiting a Digital Future - Reading: *Beyonce*. Harvard Business Case: 5-515-084
- Evaluating different digital tools - Readings: *Online Marketing of Skinny Wallets*: Harvard Business Case: 9-911-033

Week 2

- Course explanation, team formation, group activity contract & dynamics
- Planning the campaign & insight
- Becoming Digital and Exploiting a Digital Future - Reading: *Beyonce*. Harvard Business Case: 5-515-084
- Evaluating different digital tools - Reading: *Online Marketing of Skinny Wallets*: Harvard Business Case: 9-911-033
- Finding consumer insight - Reading: Parker, Ang & Koslow (in press) *The Creative Search for an Insight in Account Planning: An Absorptive Capacity Approach*

Week 3

- Client briefing
- Future of advertising
- Viral Marketing: (1) *Dumb ways to die: Advertising Train Safety* Harvard Business Case: 9-514-079 to 81.

Week 4 (online)

- Creativity - What exactly is it?
- Advertising creativity, issues & its barriers

Week 5 (online)

- Persuasion & persuasion technologies
- Reading: Fogg (2009), *Creating Persuasive Technologies: An Eight-Step Design Process* Persuasive'09, April 26-29, Claremont, California, USA.

Week 6 (online)

- Branding and social media
- Readings: (1) Holt (2016) *Branding in the age of social media* [Harvard business review](#), 94, 3. (2) *The Coca-Cola Company's Case for Creative Transformation*. Harvard Business Case: 5-516-03
- Complete assignment on Coca-Cola and insight podcast/video

Week 7 (online)

- Self-branding & micro-celebrity
- Readings: (1) Alison Hearn and Stephanie Schoenhoff (2016) *From celebrity to influencer* in David Marshall and Sean Redmond (eds) *Companion to Celebrity* p. 194-212. (2) Khamis, Ang and Welling (2016) *Self-branding, 'micro-celebrity' and the rise of Social Media Influencers* *Celebrity Studies* (in press).

Intensive sessions (September Wed. 19th, Thurs. 20th)

Topics to be discussed

- Searching for the key insight, compelling selling proposition and the big idea
- Pretesting and predicting the effectiveness of campaign - the latest thinking
- Effective online advertising - what do we know?
- Planning a social media marketing campaign
- How to take advantage of outdoor advertising
- Search engine marketing - how to boss AdWords & stalk users better than Zuckerberg
- How to navigate through digital media & tech boom like a boss!

Readings: Specific readings and case studies will be provided for some of these topics

Week 8 (online)

- Ethics in the Digital World
- Readings: (1) Anjali S. Bal et al. (2013) *Do good, goes bad, gets ugly: Kony 2012*, *Journal of Public Affairs*, volume 13, number 2, pp. 202-208; (2) Gayle Kerr et al. (2012), *Buy, boycott or blog: Exploring online consumer power to share, discuss and distribute controversial advertising messages*, *European Journal of Marketing*, volume 46, number 3/4, pp. 387-405

Week 9 (online)

- Media, Politics & Terrorism on the Internet
- Readings: (1) Hill et al (2013), *How quickly we forget: The duration effects from mass communication*, 20, 521-547. (2) Awan (2017) *Cyber-Extremism: Isis and the Power of Social Media Society* 54:138–149

Weeks 10 & 11 (no class)

- Pitch preparation
- Application of Learning assignment

Week 12

- Pitch finalisation
- Finalisation of individual assignment on Application of Learning
- Both assessment tasks due at the end of weeks 3 & 13

Week 13

- Industry Pitch to client

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

Results

Results shown in *iLearn*, 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.

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments/media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Information is correct at the time of publication

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

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.

Graduate Capabilities

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- Respond creatively to business problems using appropriate media.
- Anticipate and build professional skills and capabilities appropriate to the marketing and media business environment.
- Develop capacity for creativity, curiosity, criticism and be able to collaborate with others.

Assessment tasks

- Industry Pitch Project
- Participation

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Assessment tasks

- Industry Pitch Project
- Application of Learning

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Adapt and apply integrated marketing and media knowledge and skills to undertake professional work.
- Persuade client of appropriate marketing and creative media solutions.

Assessment tasks

- Industry Pitch Project
- Participation

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Adapt and apply integrated marketing and media knowledge and skills to undertake professional work.
- Respond creatively to business problems using appropriate media.
- Persuade client of appropriate marketing and creative media solutions.
- Anticipate and build professional skills and capabilities appropriate to the marketing and media business environment.

Assessment tasks

- Industry Pitch Project
- Application of Learning
- Participation

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Respond creatively to business problems using appropriate media.
- Persuade client of appropriate marketing and creative media solutions.

Assessment task

- Industry Pitch Project

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess,

write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Persuade client of appropriate marketing and creative media solutions.
- Anticipate and build professional skills and capabilities appropriate to the marketing and media business environment.
- Develop capacity for creativity, curiosity, criticism and be able to collaborate with others.

Assessment tasks

- Industry Pitch Project
- Application of Learning
- Participation

Changes from Previous Offering

The component, Application of Learning is weighted at 25%, with heavy emphasis on teamwork. Previously, it was weighted at 20%. Seminar and Online participation is now weighted at 15%. Previously, it was weighted at 20%.