

Course Outline 2017
MKTG 710: ADVANCED COMMUNICATIONS RESEARCH (15 POINTS)
Semester 1 (1173)

Course Prescription

An examination of current and emerging research in advertising and communications. Examines relevant research as it relates to the receiving and processing of advertising messages and the creation and sharing of user-generated content. By examining various points of view, students should have a better understanding of the theoretical and applied issues involving the use of advertising, and the media selection and creative execution of advertising programmes.

Goals of the Course

The goal of this course is to examine relevant research into audience behaviour as it relates to the receiving and processing of advertising communications in a changing world. By examining various points of view, students should have a better understanding of the theoretical and applied issues involving the use of advertising communications.

Learning Outcomes

At the conclusion of this course the student will be able to:

1. Integrate basic frameworks for the study of social semiotics and their role in advertising communications;
2. Investigate practices of advertising literacy, creation and reception;
3. Analyse the "reading" of advertisements from variant consumption contexts;
4. Identify the technological and societal changes that affect the processing and impact of marketing communications;
5. Understand the different components of the communications model and how they inform current research on advertising communications;
6. Assess the changing roles of technology (e.g. social media, internet, mobile) and their integration within marketing communications;
7. Examine contemporary issues in communications strategy and their effect on conventional marketing communications practice.
8. Critically evaluate different methods for qualitatively and quantitatively measuring media audiences

Content Outline

Week	Date	Lecturer	Topic
Module 1: Semiotics and Advertising Communication			
1	March 10	Buchanan-Oliver	Introduction to the Theory of Semiotics and its Application in Advertising.
2	March 17	Buchanan-Oliver	Advertising as a Cultural System
3	March 24	Buchanan-Oliver	Advertising Literacy Practice and Textual Analysis
4	March 31	Buchanan-Oliver	Advertising Text Analysis and Creation: Narratives, Visual Branding.

5	April 7	Buchanan-Oliver	Co-Creation of Meaning in Advertising; Polysemic Texts
6	WED: April 12	Buchanan-Oliver	Consumption contexts: Technology and New Media Communication
	April 17-29		Mid Semester Break
Module 2: The Marketing Communication Process			
7	May 5	Lang	The Role of Creativity in Marketing Communications
8	May 12	Lang	Word of Mouth Communication
9	May 19	Lang	Social Media and Internet in Marketing Communications
10	May 26	Lang	Building Relationships with Social Media
11	June 2	Lang	Measuring Social Media Effectiveness: What, Why and How
12	June 9	Lang	Communications and Interactive Technologies

Learning and Teaching

The course runs for twelve sessions. Classes will meet weekly for 3 hours, 12noon -3pm Friday beginning 10 March, in Room 321. The final session of Module 1 will be on **Wednesday April 12** (due to Good Friday).

Although your lecturers will provide an overview of topics, the course will consist primarily of weekly seminars with presentations by students based on assigned readings with discussion facilitated by the lecturer. For these seminar classes, each student/group will be expected to prepare an oral presentation of the article or discussion as set out by the lecturer. There will also be articles to be read and discussed by the entire group.

The class size is 15 (approx).

Teaching Staff

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University Counselling Services

If university or non-university matters are getting on top of you, please contact the University Counselling Services. Every problem has a solution and sharing your concerns will help you work through them.

You can contact them on: 923 7681 to make an appointment or for more information go to: <https://www.auckland.ac.nz/en/for/current-students/cs-student-support-and-services/cs-personal-support/cs-counselling-services.html>

Learning Resources

A resource book, containing readings for Module 1 will be handed out at the beginning of the semester. Readings for Module 2 will be handed out at the end of the first Module in week 6.

Assessment

Module 1

Group Assignment (Critique & Presentation)	10%
Individual Assignment (Essay)	20%

Module 2

Group Assignment (Critique & Presentation)	10%
Individual Assignment (Project)	20%
Final Exam (3 hours)	40%

Total	100%
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Further details on these assessments will be provided in the course books, at our first lecture and on CECIL.

The broad relationship between these assessments and the course learning outcomes is as follows:

Learning Outcome	Written Assignments	Critique & Presentation	Final Exam
1	x	x	x
2	x	x	x
3	x	x	x
4	x	x	x
5	x	x	x
6	x	x	x
7	x	x	x
8	x	x	x
9	x	x	x

INCLUSIVE LEARNING

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the course convenor/lecturer and/or tutor.

STUDENT FEEDBACK

Student feedback has been used to shape the course regarding readings and content. Students will be asked to complete a Lecturer Evaluation at the end of both Modules and a Course Evaluation at the end of Module 2.