



## UNSW Course Outline

# MDIA3009 Building Brands - 2024

Published on the 28 Jan 2024

## General Course Information

Course Code : MDIA3009

Year : 2024

Term : Term 1

Teaching Period : T1

Is a multi-term course? : No

Faculty : Faculty of Arts, Design and Architecture

Academic Unit : School of the Arts and Media

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Undergraduate

Units of Credit : 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

Great brands are more than just labels and logos. To build great brands, you need to understand how they become part of people's personal and social identities. In this course you will explore why brands are never entirely in an organisation's control and how understanding social, cultural, and commercial factors allows you to negotiate the increasingly complex and evolving

relationships between brands and consumers, as well as broader publics. This course will provide you with the critical and practical skills to evaluate and develop actions for brands in different categories, places, and lifecycle stages. You will be exposed to theories and techniques that enable you to build, develop, repair, and even retire brands. Because brands are everywhere, this course will be valuable no matter where your communications career takes you.

## Course Aims

### Course Learning Outcomes

Course Learning Outcomes
CLO1 : Explain key concepts, issues and trends relevant to brand communications and cultures.
CLO2 : Conceptualise the significance of branding in various settings.
CLO3 : Critically evaluate how brands relate to their social, cultural and political contexts.
CLO4 : Apply theoretical knowledge as well as practical skills to brand communications and evaluate effectiveness of brand campaigns.

Course Learning Outcomes	Assessment Item
CLO1 : Explain key concepts, issues and trends relevant to brand communications and cultures.	<ul style="list-style-type: none"> <li>• Report</li> <li>• Tutorial Facilitation Group</li> <li>• Critical Analysis</li> </ul>
CLO2 : Conceptualise the significance of branding in various settings.	<ul style="list-style-type: none"> <li>• Report</li> <li>• Tutorial Facilitation Group</li> </ul>
CLO3 : Critically evaluate how brands relate to their social, cultural and political contexts.	<ul style="list-style-type: none"> <li>• Critical Analysis</li> <li>• Report</li> <li>• Tutorial Facilitation Group</li> </ul>
CLO4 : Apply theoretical knowledge as well as practical skills to brand communications and evaluate effectiveness of brand campaigns.	<ul style="list-style-type: none"> <li>• Critical Analysis</li> </ul>

## Learning and Teaching Technologies

Moodle - Learning Management System

# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates
Report	30%	Due Date: 10/03/2024 11:59 PM
Tutorial Facilitation Group	20%	Start Date: per weekly schedule Due Date: per weekly schedule
Critical Analysis	50%	Start Date: Not Applicable Due Date: 21/04/2024 11:59 PM

## Assessment Details

### Report

#### Assessment Overview

800-1000 words, feedback via Turnitin.

#### Course Learning Outcomes

- CL01 : Explain key concepts, issues and trends relevant to brand communications and cultures.
- CL02 : Conceptualise the significance of branding in various settings.
- CL03 : Critically evaluate how brands relate to their social, cultural and political contexts.

#### Assessment Length

800-1000 words

#### Submission notes

File type: Word document

#### Assessment information

Please see detailed assessment guidelines on Moodle.

#### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

## Tutorial Facilitation Group

#### Assessment Overview

10 minutes per person, feedback via Turnitin.

### **Course Learning Outcomes**

- CL01 : Explain key concepts, issues and trends relevant to brand communications and cultures.
- CL02 : Conceptualise the significance of branding in various settings.
- CL03 : Critically evaluate how brands relate to their social, cultural and political contexts.

### **Assessment Length**

10 minutes per person

### **Submission notes**

File type: power point slides

### **Assessment information**

Please see detailed assessment guidelines on Moodle.

### **Assignment submission Turnitin type**

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

## **Critical Analysis**

### **Assessment Overview**

2000 words, feedback via Turnitin.

### **Course Learning Outcomes**

- CL01 : Explain key concepts, issues and trends relevant to brand communications and cultures.
- CL03 : Critically evaluate how brands relate to their social, cultural and political contexts.
- CL04 : Apply theoretical knowledge as well as practical skills to brand communications and evaluate effectiveness of brand campaigns.

### **Assessment Length**

2000 words

### **Submission notes**

File Type: word document

### **Assessment information**

Please see detailed assessment guidelines on Moodle.

### **Assignment submission Turnitin type**

This assignment is submitted through Turnitin and students do not see Turnitin similarity

reports.

## General Assessment Information

Detailed guidelines and support resources will be available on Moodle.

### Grading Basis

Standard

### Requirements to pass course

All assessments must be attempted for a student to be eligible to receive a pass in the course.

## Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Topic	Defining brands and the value of branding
Week 2 : 19 February - 25 February	Topic	From brand contact points to brand experiences
Week 3 : 26 February - 3 March	Topic	Integrated brand communications
Week 4 : 4 March - 10 March	Topic	Consumer behaviour and culture
Week 5 : 11 March - 17 March	Topic	Brand positioning and repositioning
Week 6 : 18 March - 24 March	Topic	Break week :)
Week 7 : 25 March - 31 March	Topic	Brand co-creation
Week 8 : 1 April - 7 April	Topic	Brands navigating between the formal and informal economy
Week 9 : 8 April - 14 April	Topic	Ethics, regulation and governance
Week 10 : 15 April - 21 April	Topic	Branding in the global economy

## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

## Course Resources

### Prescribed Resources

Available on Moodle.

### Recommended Resources

Available on Moodle.

## Course Evaluation and Development

Your feedback is essential to the continual improvement of the course. In addition to the end-of-term MyExperience surveys, you are welcome to provide feedback through informal discussion

or via email to me. Previous student feedback about the course readings and assessment tasks has been taken into consideration in this version of the course.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Elaine Zhao		Webster 231D / online	2 9385 8066	Thursday 16:00-17:00	Yes	Yes

## Other Useful Information

### Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

Please see: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines> for essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

### Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

- Copying: Using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.
- Collusion: Working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student for the purpose of them plagiarising, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.
- Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.
- Duplication ("self-plagiarism"): Submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. One of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items. UNSW Library has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW, but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

## Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

[Use of AI for assessments | UNSW Current Students](#)

## Submission of Assessment Tasks

### Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on [externalteltsupport@unsw.edu.au](mailto:externalteltsupport@unsw.edu.au)

Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin, you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support, you will automatically receive a ticket number, but if you telephone, you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

### Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and



- no permitted variation.

Students are expected to manage their time to meet deadlines and to request [Special Consideration](#) as early as possible before the deadline. Support with [Time Management is available here](#).

## School Contact Information

### School of the Arts and Media

**Location:** Room 312, Level 3 Robert Webster Building

**Opening Hours:** Monday -Friday, 9am - 5 pm

**Email:** sam@unsw.edu.au

**Phone:** +612 9385 4856

**web:** <https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media>