



UNSW Course Outline

MDIA5029 Advertising Theory and Practice - 2024

Published on the 14 May 2024

General Course Information

Course Code : MDIA5029

Year : 2024

Term : Term 2

Teaching Period : T2

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 : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

This course introduces you to the dynamic world of advertising. It emphasises not only the place of advertising in history and culture, but equips you with the tools necessary to an in-depth reading of advertising texts. You will encounter advertisements from different epochs and will

learn to interrogate the role and impacts of advertising—both positive and negative—on society, economy, and politics. This knowledge will provide a solid foundation for further study while developing your critical thinking capacities, including your ability to draw on a range of cultural paradigms that inform the best advertisements. Whether working agency-side developing ads or client-side commissioning ads, this knowledge and these skills are crucial to successful campaign outcomes.

Course Learning Outcomes

Course Learning Outcomes
CL01 : Recognise the evolving characteristics of advertising in historical and geographical contexts
CL02 : Analyse the strategic and tactical dynamics of advertising texts
CL03 : Interrogate the broader impacts of advertising on society, the economy, and politics

Course Learning Outcomes	Assessment Item
CL01 : Recognise the evolving characteristics of advertising in historical and geographical contexts	<ul style="list-style-type: none"> • Campaign scenario analysis • Issues in advertising
CL02 : Analyse the strategic and tactical dynamics of advertising texts	<ul style="list-style-type: none"> • Critical analysis
CL03 : Interrogate the broader impacts of advertising on society, the economy, and politics	<ul style="list-style-type: none"> • Issues in advertising

Learning and Teaching Technologies

Moodle - Learning Management System

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Campaign scenario analysis Assessment Format: Group	30%	Start Date: Not Applicable Due Date: Not Applicable
Critical analysis Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 30/06/2024 11:00 PM Post Date: 07/07/2024 11:00 PM
Issues in advertising Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: 04/08/2024 11:00 PM

Assessment Details

Campaign scenario analysis

Assessment Overview

In class between weeks 2 and 8, students will work in groups to apply weekly course theories to a range of advertising scenarios, presenting their findings to the class and leading a class discussion related to the scenario issues.

Feedback delivered in class.

Course Learning Outcomes

- CL01 : Recognise the evolving characteristics of advertising in historical and geographical contexts

Assessment Length

5-minutes

Submission notes

Students present in class. No document submission requirement.

Assessment information

Please refer to Moodle for additional details.

Assignment submission Turnitin type

This is not a Turnitin assignment

Critical analysis

Assessment Overview

Students write a 1000-word essay that applies course theory to critically analyse a print or static digital ad.

Feedback via LMS

Course Learning Outcomes

- CL02 : Analyse the strategic and tactical dynamics of advertising texts

Assessment Length

1,000 words

Assessment information

Please refer to Moodle for additional details.

Assignment submission Turnitin type

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

Issues in advertising

Assessment Overview

Students will write a 1500-word essay that analyses the impact or impacts of advertising (or a particular advertisement or campaign) on an aspect of society, the economy, politics, etc.

Feedback via LMS

Course Learning Outcomes

- CL01 : Recognise the evolving characteristics of advertising in historical and geographical contexts
- CL03 : Interrogate the broader impacts of advertising on society, the economy, and politics

Assessment Length

1,500 words

Assessment information

Please refer to Moodle for additional details.

Assignment submission Turnitin type

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

General Assessment Information

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Lecture	A purpose for advertising: mediating the relationship between commodities and people.
	Seminar	Seminar activities will focus on students practically applying the theory covered in lectures and readings. Details will be outlined on Moodle.
Week 2 : 3 June - 9 June	Lecture	The rise of consumer culture, early advertising and its lessons for us today and into the future.
	Seminar	Seminar activities will focus on students practically applying the theory covered in lectures and readings. Details will be outlined on Moodle.
Week 3 : 10 June - 16 June	Lecture	The creative revolution and the rise of modern advertising.
	Seminar	Seminar activities will focus on students practically applying the theory covered in lectures and readings. Details will be outlined on Moodle. Part of this seminar will also include students presenting on an advertising topic (assessment 1).
Week 4 : 17 June - 23 June	Lecture	The use of simulation, spectacle, and Hall's encoding/decoding model, to engage, involve and persuade audiences.
	Seminar	Seminar activities will focus on students practically applying the theory covered in lectures and readings. Details will be outlined on Moodle. Part of this seminar will also include students presenting on an advertising topic (assessment 1).
Week 5 : 24 June - 30 June	Lecture	The roles of power in advertising: is the balance shifting?
	Seminar	Seminar activities will focus on students practically applying the theory covered in lectures and readings. Details will be outlined on Moodle. Part of this seminar will also include students presenting on an advertising topic (assessment 1).
	Assessment	Assessment 2: Critical analysis due 11pm, Sunday 30 June.
Week 6 : 1 July - 7 July	Reading	Reading week: No lectures or seminars this week.
Week 7 : 8 July - 14 July	Lecture	Consumer behaviour and the advertising models attempting to persuade those consumers and their behaviour.
	Seminar	Seminar activities will focus on students practically applying the theory covered in lectures and readings. Details will be outlined on Moodle. Part of this seminar will also include students presenting on an advertising topic (assessment 1).
Week 8 : 15 July - 21 July	Lecture	Advertising and media planning in the brave new world of attention, automation, identity and programmatic.
	Seminar	Seminar activities will focus on students practically applying the theory covered in lectures and readings. Details will be outlined on Moodle. Part of this seminar will also include students presenting on an advertising topic (assessment 1).
Week 9 : 22 July - 28 July	Lecture	The role of advertising within integrated marketing programs, across different media platforms.
	Seminar	Seminar activities will focus on students practically applying the theory covered in lectures and readings. Details will be outlined on Moodle.
Week 10 : 29 July - 4 August	Lecture	Strategic planning: wrangling crazy ideas into commercial effectiveness.
	Seminar	Seminar activities will focus on students practically applying the theory covered in lectures and readings. Details will be outlined on Moodle.
	Assessment	Assessment 3: Issues in advertising, due 11pm Sunday 4 August.

Attendance Requirements

SAM attendance guidelines.

Students are expected to be regular and punctual in attendance at all classes for the School of the Arts & Media (SAM) courses in which they are enrolled. We expect **80% minimum attendance in tutorials**. If students have more than two unexplained absences they may be refused final assessment.

Students who do not meet attendance expectations run the risk of failing a course. No additional or special consideration will be provided if a student misses out on essential course information and materials, or misses an assessment task/deadline, due to unexplained absences or an unapproved lack of attendance.

A student may be advised by the Course Convenor to withdraw from the course if significant learning activities are missed. Alternatively, a student may be required to undertake supplementary class(es) or task(s) as prescribed by the Course Convenor.

If assessment tasks have been missed, the student should apply for [Special Consideration](#), accompanied by appropriate documentation.

Course Resources

Prescribed Resources

Rodgers, Shelly and Thorson, Esther (Editors); Advertising Theory 2nd Edition, 2019, Routledge.

Print version:

<https://www.bookshop.unsw.edu.au/details.cgi?ITEMNO=9780815382508>

Digital version:

<https://unswbookshop.vitalsource.com/products/-v9781351208291>

Recommended Resources

Please see Moodle for details.

Course Evaluation and Development

As with any advertising campaign, gathering feedback on audience perceptions and impact is critical in this course. Towards the end of the term, you'll be asked to provide feedback through the MyExperience survey. This feedback ensure this course remains relevant and valuable to future students, through the changes we make because of your feedback.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	James Wiggins		Room 105, Robert Webster Building		Email me to arrange in-person, phone or videocall meetings.	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

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>