



## UNSW Course Outline

# MDIA1003 Public Relations and Advertising Foundations - 2024

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## General Course Information

Course Code : MDIA1003

Year : 2024

Term : Term 3

Teaching Period : T3

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

Public relations and advertising are incredibly dynamic and fast-moving. This course introduces you to public relations and advertising as professions, industries, and fields of study, while also giving you the opportunity of working on a genuine communications challenge for a respected

organisation. The course blends big ideas with practical skills to equip you with the understanding of how communication disciplines work, and how they affect audiences. You will gain a deeper appreciation of what needs to be in place for communication campaigns to succeed, while developing an industry-standard communications plan. Throughout the course, you will encounter a range of communication challenges, and develop the skills you need to overcome them. This course aims to capture the excitement of public relations and advertising work, and show how important theoretical concepts are to workplace practice. In doing so, this course sets you up to succeed in your studies and as public relations and advertising professionals.

## Relationship to Other Courses

This is a foundational course, which builds the student's understanding of the disciplines of Public Relations and Advertising. To that end, MDIA 1003 is an important building block for later PR&A courses, including Creative Advertising (2005), Communication Strategies (2006), Corporate Communication (2011), Advertising in Action (3000) and Issues and Crisis Communication (3008).

## Course Learning Outcomes

Course Learning Outcomes
CL01 : Recognise and contrast the fundamental natures of PR and advertising, including theories, contemporary practice in a wide variety of arenas, and emerging trends.
CL02 : Apply key concepts of publics/audiences, relationships and promotion.
CL03 : Analyse local and international PR/Advertising campaigns.
CL04 : Determine what makes for an effective communications plan.

Course Learning Outcomes	Assessment Item
CL01 : Recognise and contrast the fundamental natures of PR and advertising, including theories, contemporary practice in a wide variety of arenas, and emerging trends.	<ul style="list-style-type: none"> <li>• Campaign Analysis Presentation</li> <li>• Client Pitch Development Milestones</li> <li>• Client Pitch</li> </ul>
CL02 : Apply key concepts of publics/audiences, relationships and promotion.	<ul style="list-style-type: none"> <li>• Campaign Analysis Presentation</li> <li>• Client Pitch Development Milestones</li> <li>• Client Pitch</li> </ul>
CL03 : Analyse local and international PR/Advertising campaigns.	<ul style="list-style-type: none"> <li>• Campaign Analysis Presentation</li> </ul>
CL04 : Determine what makes for an effective communications plan.	<ul style="list-style-type: none"> <li>• Client Pitch Development Milestones</li> <li>• Client Pitch</li> </ul>

# Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams | Blackboard Collaborate

## Learning and Teaching in this course

Lectures and all tutorials run in the same week. Lectures are live and attendance is strongly advised. Tutorials place an emphasis on learning from doing and to that end, students will participate in activities that will endeavour to bring the conceptual to life!

## Additional Course Information

The course has been designed to offer students the opportunity to start defining their career profiles. In summary, while building their theoretical foundations of the worlds of PR and advertising, students will be given the chance to add to their resumes by developing a communications plan for a real-world client, with shortlisted students pitching their ideas to the client in question. The course is also about affording the student cohort the opportunity to identify their own strengths and weaknesses to best help them decide which career role they feel suited to pursue.

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates
Campaign Analysis Presentation	30%	Start Date: Week 3 Tutorials Due Date: Week 3: 23 September - 29 September
Client Pitch Development Milestones	20%	Start Date: Week 5, 7, 8 & 9
Client Pitch	50%	Start Date: Not Applicable Due Date: 15/11/2024 04:00 PM

## Assessment Details

### Campaign Analysis Presentation

#### Assessment Overview

In groups of 4, students deliver 15-minute presentations accompanied by submission of slides to Moodle, with written feedback provided.

#### Course Learning Outcomes

- CLO1 : Recognise and contrast the fundamental natures of PR and advertising, including

theories, contemporary practice in a wide variety of arenas, and emerging trends.

- CLO2 : Apply key concepts of publics/audiences, relationships and promotion.
- CLO3 : Analyse local and international PR/Advertising campaigns.

### **Detailed Assessment Description**

To develop successful communication campaigns of your own, you have to understand how campaigns work. Working in groups of 3 or 4, your task is to identify and analyse a communication campaign. You must choose a public relations or advertising campaign from the past year (2023-2024) that has NOT been discussed in detail in the lectures. Group members will be marked by the teaching team and their peers.

### **Assessment Length**

A 15-minute presentation

### **Submission notes**

One member of the group to submit the presentation slides before class

### **Assignment submission Turnitin type**

This is not a Turnitin assignment

### **Generative AI Permission Level**

#### **No Assistance**

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see [here](#).

As the course convenor, I would rather you didn't use AI software for this assessment, as I believe it begins a process of relinquishing our research responsibilities. The best analysis is borne of curiosity and I would wager that you go further with the exercise if you apply this particular attribute, rather than a large language model.

## **Client Pitch Development Milestones**

### **Assessment Overview**

Weekly tasks developing the final assessment for which students submit work-in-progress and receive verbal formative feedback in tutorial.

### **Course Learning Outcomes**

- CL01 : Recognise and contrast the fundamental natures of PR and advertising, including theories, contemporary practice in a wide variety of arenas, and emerging trends.
- CL02 : Apply key concepts of publics/audiences, relationships and promotion.
- CL04 : Determine what makes for an effective communications plan.

### **Detailed Assessment Description**

For four weeks you will get the opportunity to develop your thinking in terms of key aspects of your pitch. In class, you will get the chance to demonstrate your understanding of these critical elements by addressing a specific question made available on the day. In weeks 5, 7, 8 and 9 you will produce a piece of writing in response to the question, which reflects on the previous week's subject matter.

### **Assessment Length**

200 words

### **Submission notes**

Students submit via Moodle

### **Assignment submission Turnitin type**

Not Applicable

### **Generative AI Permission Level**

Not Applicable

Generative AI is not considered to be of assistance to you in completing this assessment. If you do use generative AI in completing this assessment, you should attribute its use.

For more information on Generative AI and permitted use please see [here](#).

Submitting the assessment questions into a large language model runs the risk of producing token answers that have little relationship to the campaign, or other aspects of the plan.

## **Client Pitch**

### **Assessment Overview**

A 2,500-word practical writing task that includes a client pitch and content examples submitted to Turnitin, with written feedback.

### **Course Learning Outcomes**

- CL01 : Recognise and contrast the fundamental natures of PR and advertising, including theories, contemporary practice in a wide variety of arenas, and emerging trends.

- CLO2 : Apply key concepts of publics/audiences, relationships and promotion.
- CLO4 : Determine what makes for an effective communications plan.

### **Detailed Assessment Description**

The career-oriented nature of MDIA 1003 is exemplified by the final assessment, when students will get the opportunity to rise to the creative challenge of producing a client pitch (or campaign plan) for an established and much admired Australian brand.

### **Assessment Length**

2500 words

### **Submission notes**

One submission only

### **Assessment information**

You will be briefed by a client on a public relations situation. Your task is to produce a pitch to the client for an effective public relations campaign. The Client Pitch will build on the development milestones already developed in class. To show the client how the campaign will look in action, you must also produce sample written content.

You must complete and submit all three assessment tasks in order to pass the course.

### **Assignment submission Turnitin type**

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

### **Generative AI Permission Level**

**Not Applicable**

Generative AI is not considered to be of assistance to you in completing this assessment. If you do use generative AI in completing this assessment, you should attribute its use.

For more information on Generative AI and permitted use please see [here](#).

The requirements of the client pitch reflect the client's needs, which cannot be generated by a large language model. A scaffold for the plan will be made available to students.

## **General Assessment Information**

This Course Outline provides only the most basic information regarding the assessments.

Detailed instructions for all assessments are available on Moodle.

You must complete and submit all three assessment tasks in order to pass the course.

**Grading Basis**

Standard

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	Introducing Public Relations and Advertising: This week will give an overview of the course, including the assessments . You will be introduced to key topics and debates in the theory and practice of public relations and advertising. Part of our purpose this week will be to challenge preconceived ideas about the field, but we will also consider its history and the links between industry skills and critical analysis.
	Tutorial	In tutorial, we will meet one another, go over the course in some detail and discuss different ways in which we can understand PR and advertising. You will also be put in your groups for the Campaign Analysis Presentation (Assessment 1).
Week 2 : 16 September - 22 September	Lecture	Promotional Cultures: This week, we will look at some different ways of understanding public relations and advertising, and consider their place within society, culture and the economy. We will ask how they arise from and contribute to wider discourses and the social and cultural values we attach to them.
	Tutorial	In the tutorial, we will go into depth on the nature of PR and advertising, and their wider social, cultural and economic role. You must also come to class with an example of a PR or advertising campaign that you think is particularly interesting or powerful.
Week 3 : 23 September - 29 September	Lecture	PR & Advertising Campaigns: This week we will look at the key object for understanding public relations and advertising: the campaign. Essential to understanding what PR and advertising can do is understanding what has been done in the past. So our approach will be historical and theoretical, linking how campaigns have developed to the way they work (or don't!). This week will also serve as a primer to one of the most important practical skills you will develop in this course: campaign analysis, grounded in specific examples and relevant theory.
	Tutorial	In tutorials, we will have our campaign analysis assessments.
	Assessment	In-class group campaign analysis. Presentations take place this week.
Week 4 : 30 September - 6 October	Lecture	Elements (I) – Briefing and Researching: As the emphasis of the course shifts from theory to practice, we turn to specific elements of PR and advertising. Namely, research, planning and briefing. As we have seen already, strong research is the foundation for successful campaigns. But to get there, practitioners need a clear, direct and informed brief from the client. This week, we look at briefs and the briefing process, then turn to how research is conducted and consider its place within the process. Research fuels good planning, which provides the structure of any campaign.
	Tutorial	We'll explore research in its different forms and unpack the research efforts that went into the first assessment.
Week 5 : 7 October - 13 October	Lecture	Client Brief: This lecture is compulsory. In this week's lecture, you will be briefed on Assessment 3. You will hear directly from the Client about their organisation and its promotional needs. There will also be an opportunity to ask questions.
	Tutorial	In tutorials, we will focus on Assessment 3: Client Pitch. We will also meet the first of our development milestones for the pitch, for which you submit work-in-progress and receive formative feedback.
Week 6 : 14 October - 20 October	Reading	NO LECTURE OR TUTORIALS - UNSW FLEXI WEEK
Week 7 : 21 October - 27 October	Lecture	Elements (II) – Strategy and Tactics: Public relations and advertising professionals need to think strategically and tactically. They need to understand the big picture and know how to make the right choices in the execution of a campaign. This week, we'll look closely at the difference between strategy and tactics to make clear why what matters most is strong strategic thinking. You'll be introduced to the work of strategists within communications agency and consider its place within the PR and advertising process.
	Tutorial	In tutorials, after discussions of readings and concepts, you will work on the second of your development milestones.
Week 8 : 28 October - 3 November	Lecture	Elements (III): Messages and Stories: In Weeks 5 and 7, we learned how important meaning-making and persuasion are to public relations and advertising. This week, we consider how to connect with an audience in practice. It's rarely enough to have a witty tag line or clever image: you need to tell a story and you need to stage that telling. We will look at how storytelling works, from structuring narratives to powerful writing. But we will also ask how stories are staged, with a particular focus on the trend towards experiential campaigns.



	Tutorial	Following some discussion of storytelling and messaging techniques, you will develop your third client pitch development milestone in the week's tutorials.
Week 9 : 4 November - 10 November	Lecture	Elements (IV): Media Forms: The best message means nothing if it doesn't connect with the right people. That makes the how of delivery at least as important as the what. Too often, practitioners think about media too narrowly – they focus on the specific form of the media or fail to think outside the box. This week, we look at different media forms, from social to mass to experiential media, and consider how they relate to PR and advertising. While the pros and cons of various media are useful to know, what matters more is how media fit the message and reach the right audience the right way.
	Tutorial	We explore what makes for effective messaging and then turn to the final client development milestone.
Week 10 : 11 November - 17 November	Lecture	Professional Practice (I): Views from the Industry: This week, your lecture will feature a panel of guests from the public relations and advertising industry. There will be a moderated discussion about professional and ethical practice, the skills necessary to succeed, and the future directions of promotional industries. There will also be an opportunity to ask questions of our guests, so think about what you'd like to know about PR&A as a profession!
	Tutorial	In the week's tutorials, following discussion, you will have an extended opportunity for discussion and development of Assignment 3: Client Pitch
	Assessment	Assessment 3 - the Client Pitch - is due on the Friday of this week.

## Attendance Requirements

### School of the Arts and Media mandatory attendance requirements

The School of the Arts and Media recognizes that to equip students with UNSW Graduate Capabilities to be Scholars, Professionals, Leaders, and Global Citizens, it is vital to ensure regular attendance. Only through ongoing engagement with peers can students develop effective skills to communicate, collaborate with, and lead others, including the ability to negotiate cultural differences and the awareness to act ethically and respectfully around others. Furthermore, only in the classroom will students be able to voice their opinions, hear those of others, engage in debate to develop their knowledge, and learn first-hand from world experts in their field of study.

**The School has a minimum attendance requirement of 80% for all non-lecture classes (tutorials, seminars, workshops, etc). Failure to meet the minimum attendance requirement will result in an Unsatisfactory Fail (UF) for the course regardless of performance on assessment tasks or other requirements for the course.**

A student may be advised by the Course Convenor to withdraw from the course if they have already missed more than 20% of classes by the term census date. Students may also be refused final assessment if they have not met attendance requirements at the end of term.

An artefact of student attendance will be recorded by tutors and kept by the School. If a student has legitimate, documented explanation for absences (including adjustments provided by Equitable Learning Plans), the Course Convenor may choose to prescribe supplementary tasks in

lieu of attendance.

Mandatory attendance requirements for SAM courses are aligned with these Program Learning Outcomes:

### **Bachelor of Arts (3409)**

- 4. Collaborate effectively with others and engage sensitively with diverse cultural perspectives.
- 5. Communicate and debate complex ideas in a range of different contexts using a variety of suitable media.
- 8. Act ethically, respectfully and responsibly.

### **Bachelor of Media (3341)**

- 2. Critically analyse the evolving media landscape in relation to historical, social, political, material and theoretical contexts, including settler colonialism
- 5. Deploy a critically informed approach to ethics, justice, and social engagement in media practices, industries, and contexts.
- 7. Collaborate effectively with local and international communities of practitioners across media contexts.

### **Bachelor of Fine Arts (4830)**

- 4. Communicate complex ideas about art and culture using coherent methods for a variety of audiences.
- 6. Contribute to contemporary creatives fields through self-reflexive, ethical, and sustainable practices that incorporate principles of equity, diversity, and inclusion.
- 7. Employ professional practice principles to realise independent and collaborative initiatives.

### **Master of Communication and Journalism (8232)**

- 4. Investigate and analyse issues and, through a range of media, articulate their complexities to a range of specialist and non-specialist audiences

6. Act ethically, respectfully, and responsibly in the context of professional and regulatory frameworks

7. Collaborate effectively with others

### **Master of Public Relations and Advertising (8281)**

4. Shape nuanced, media-aware communication strategies and tactics for a range of specialist and non-specialist audiences

6. Act ethically, respectfully, and responsibly in the context of professional and regulatory frameworks

7. Collaborate effectively with others

## **Course Resources**

### **Prescribed Resources**

No set text for the course.

### **Recommended Resources**

Weekly readings provided.

## **Course Evaluation and Development**

We are committed to improving MDIA1003 and have benefited greatly from student feedback on the course. In addition to the MyExperience surveys conducted at the end of each semester, there will be an opportunity for feedback mid-semester. You are also welcome to email or visit me, Peter Roberts, at any point to raise specific concerns.

Student feedback is evaluated in relation to the learning objectives of the course and changes are implemented to improve the experience and outcomes for students.

# Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Peter Roberts		311H Webster Building		On request	Yes	Yes
Tutor	Jiani Chen				On request	No	No
	Kristina Ilisevic				On request	No	No
	Ria Pandey				On request	No	No
	Aniisu Verghese				On request	No	No

## Other Useful Information

### Academic Information

For essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Student equity and disability;
- Special Consideration in the event of illness or misadventure;
- Examination information;
- Review of results;

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

### 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

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](#).

**Important note:** UNSW has a “fit to sit/submit” rule, which means that if you sit an exam or submit a piece of assessment, you are declaring yourself fit to do so and cannot later apply for Special Consideration. This is to ensure that if you feel unwell or are faced with significant circumstances beyond your control that affect your ability to study, you do not sit an examination or submit an assessment that does not reflect your best performance. Instead, you should apply for Special Consideration as soon as you realise you are not well enough or are otherwise unable to sit or submit an assessment.

## School-specific Information

### Use of Recording Devices

"To protect privacy and intellectual property, the School of the Arts and Media prohibits the use of recording devices in class (including live translation apps) without the explicit permission of the tutor and other class members. Doing so will be considered a breach of the UNSW Code of Conduct and Values."

## **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>