UNSW Course Outline

MARK5828 Advertising Analytics - 2024

Published on the 29 Jan 2024

General Course Information

Course Code : MARK5828
Year : 2024
Term : Term 1
Teaching Period : T1
Is a multi-term course? : No
Faculty : UNSW Business School
Academic Unit : School of Marketing
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

In this hands-on course, you will be introduced to effective advertising content and practical skills for analysing real-world advertising content data. By applying data analytics and emerging AI technologies, you will explore effective strategies to collect and interpret data, to identify

problems, make decisions, and communicate processes and solutions.

Course Aims

The primary aim of this course is to introduce you to a fundamental understanding of

- Effective advertising content across diverse sectors
- AI technology (e.g., Google Vision, OpenCV Python Library) to extract visual and textual content features from advertising content (e.g., social media)
- Data analytics to identify the most effective advertising content strategy
- Generating and testing hypotheses
- Communicating marketing analyses and findings

MARK5828 offers a toolbox for analysing visual and textual advertising content while MARK5810 (Marketing Communication and Promotion) offers a theory of marketing communication and its implementation.

MARK5822 provides a general overview of marketing analytics, while MARK5826, 5827, 5828, and 5829 focus on data analytics for product-, customer-, advertising-, and pricing-related decision-making, respectively. MARK5830 offers marketing analytics projects.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Critically evaluate a company's advertising practice.	• PLO1 : Business Knowledge • PLO2 : Problem Solving
CLO2 : Develop hypotheses about effective advertising content in different sectors.	• PLO1 : Business Knowledge • PLO2 : Problem Solving
CLO3 : Apply appropriate data analytics for analysing advertising content data.	• PLO1 : Business Knowledge
CLO4 : Effectively communicate analyses and findings to business audiences.	• PLO1 : Business Knowledge • PLO3 : Business Communication

Course Learning Outcomes	Assessment Item
CLO1 : Critically evaluate a company's advertising practice.	• Visual Advertising Strategy Evaluation • Industry Benchmarking • Advertising Content Audit • Participation
CLO2 : Develop hypotheses about effective advertising content in different sectors.	• Industry Benchmarking • Advertising Content Audit
CLO3 : Apply appropriate data analytics for analysing advertising content data.	• Visual Advertising Strategy Evaluation • Participation • Industry Benchmarking • Advertising Content Audit
CLO4 : Effectively communicate analyses and findings to business audiences.	• Visual Advertising Strategy Evaluation • Industry Benchmarking • Advertising Content Audit

Learning and Teaching Technologies

Moodle - Learning Management System | Zoom

Learning and Teaching in this course

This course aims to deliver "how to use data analytics and new advertising technology" to solve business problems about ad content analysis. To achieve this goal, students will learn both soft and hard skills. To give students soft skills, this course will introduce many different types of ad content (i.e. textual and visual) to measure ad effectiveness. Furthermore, this course emphasizes the importance of visual communication. These data communication efforts help students to understand the big picture, stimulate discussion with team members, come up with plausible hypotheses, and deliver the business value of their data analytics results.

Next is hard skills. This course will introduce how to analyze ad content using AI tools (e.g., Google Vision, OpenCV) in addition to Python libraries. Students will have many opportunities to exercise those analytics during tutorials and for assignments. The step-by-step guideline for data analytics will be given.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Visual Advertising Strategy Evaluation Assessment Format: Individual	20%	Start Date: Not Applicable Due Date: 04/03/2024 11:59 PM	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication
Industry Benchmarking Assessment Format: Group	30%	Start Date: Not Applicable Due Date: 25/03/2024 11:59 PM	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication
Advertising Content Audit Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: 19/04/2024 11:59 PM	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication
Participation Assessment Format: Individual	10%	Start Date: Not Applicable Due Date: Not Applicable	• PLO1 : Business Knowledge • PLO2 : Problem Solving

Assessment Details

Visual Advertising Strategy Evaluation

Assessment Overview

You will evaluate the changes in a visual advertising strategy. By doing this assignment, you will be familiar with visual data analysis using python code that will be provided in classes.

Course Learning Outcomes

- CLO1 : Critically evaluate a company's advertising practice.
- CLO3 : Apply appropriate data analytics for analysing advertising content data.
- CLO4 : Effectively communicate analyses and findings to business audiences.

Detailed Assessment Description

Description

This assessment provides the opportunity to critically evaluate and discuss a visual advertising strategy.

Companies or influencers change their visual advertising strategies over time. However, advertising content managers largely rely on their gut feeling rather than quantifying the changes using objective numeric measures. As a result, they often don't know what they have changed and whether the changes are effective. Your job is to evaluate the changes in a visual advertising strategy using colour features.

You are also required to present and discuss your findings.

Details

Follow the below steps to complete your task:

1. **Colour Usage:** Divide the data into two periods. Use the cut-off date as 2019 January 1st (i.e., period 1: before the cut-off date, period 2: since the cut-off date). Measures colour features (Colorfulness, Saturation, Contrast, Clarity, Brightness, and Warm Hue) for each image using OpenCV, which you learned during the tutorial. Report summary statistics (count/frequency, mean, median, minimum, maximum) in a table for each color feature at each period. Also, do a visual comparison of each colour feature by choosing proper plots to see how each color feature has changed between the two periods.
2. **Colour Effectiveness**: Identity which color features increase viewer engagement significantly in each period. To do so, run a regression with Y = the log (like count + 1) for each period, respectively. X variables include the above colour features and control variables about posting time: Year, Month-of-Year (January, …, December), Day-of-Week (Monday, ..., Sunday), Time-of-day (Morning, Afternoon, Evening, Night). Interpret the regression result.
3. **Colour Strategy Evaluation**:
    - (a) Provide related advertising posts (screenshots of both image and text description part) from your current Instagram data to support your regression results of period 1 in the above task 2. For example, to demonstrate whether higher or lower values of color features are better, you could compare two posts in period 1 (e.g., below or above the median value of each color feature, respectively) that have different "like count".
    - (b) Then, based on the result of period 1 in task 2, evaluate whether the change (or no change) between the two periods for each color feature in task 1 was proper.
    - (c) Based on the result of periods 1&2, recommend effective color strategies for your company. Also, provide related advertising posts to support your arguments.

In completing this task, apply appropriate data analytics and consider the concepts introduced in class. Make sure that your discussion component is logical, clearly structured, and professionally

presented. Your report should not exceed the word limit, excluding the title page, relevant images, tables or charts.

Title page (1 page) includes (1) the Title of your report, (2) the Word count, (3) the Course name, tutorial session and group, tutor's name, (4) Your first and last name & zID

Submission instructions

- Submit your report to Turnitin via Moodle.

(1) .doc contains your report. File name: Tutorial session_Group_ your first and last name & zID

_A1.doc" (e.g., W12_1_Con_Korkofingas_zXXXXX_A1.doc)

Submit other supporting files (data, image, paper and code) to Moodle submission folder.

(2).xlsx file contains the dataset on which you run a regression.

(3) .ipynb contains all relevant code to get the results in your report. Make a zip file by combining all colab files.

- For each missing file among the above (1) to (3), -1 mark

Marking Criteria

Your assignment will be marked based on the following marking criteria:

1. Analysis: Quality of advertising data image analytics
2. Interpretation & Recommendations: Quality of interpretation and argumentation
3. Written Presentation: Quality of written report.

Assessment Length

Max 900 words

Submission notes

See the assessment description.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Industry Benchmarking

Assessment Overview

Your team will identify effective image advertising content strategies in the industry. Your group will develop hypotheses based on popular social media posts, data analytics, and relevant theories and test your hypotheses. More importantly, this group assignment will allow you to learn from all your group members. This group-based learning will help you independently analyse advertising content for assignment 3.

Course Learning Outcomes

- CLO1 : Critically evaluate a company's advertising practice.
- CLO2 : Develop hypotheses about effective advertising content in different sectors.
- CLO3 : Apply appropriate data analytics for analysing advertising content data.
- CLO4 : Effectively communicate analyses and findings to business audiences.

Detailed Assessment Description

Description

This assessment provides you with the opportunity to apply the concepts learned in class to develop and communicate an appropriate image advertising strategy.

Your team is working for an advertising agency company. One client just launched its business in the X industry. The client requires information on what effective image advertising content strategies in the respective industry look like. They also want to learn new insight, which is not much known across industries.

Details

You will be collaborating with your peers in a group of N (3 to 5) students to complete this task. Follow the below steps to complete your task:

1. **Initial Hypothesis**: Advertising professionals often share effective visual content from their industry experience, although those are not formally tested yet. Search for recent industry articles such as newspapers, blogs, and industry reports about effective visual content strategy on social media. Try to find new content strategies. Then, make your N Hypotheses (about the main effect) and discuss the reasons by citing articles which you found. The N Hypotheses don't need to be related to each other. Each Hypothesis can be about a different industry. Prioritise the N Hypotheses for further exploration.
2. **Data Collection**: Choose industries relevant to *any* of your initial Hypotheses in Task 1. Then, choose N companies (N = the number of your group members). Explain why you choose those

companies by citing sources (e.g., top 5 companies on Fortune 500 list, top 5 active companies in social media). The company should have at least 1,000 posts on their Instagram account. Columns of the company Table are (1) the Instagram account, (2) the Instagram web link, (3) The number of total posts, and (4) the number of analysed posts. Note that you will analyse posts with a single image by excluding posts with videos or multiple images (i.e., sidecar).

3. **Quick Hypothesis:** Consulting companies often need to tell their Quick Hypotheses to clients. Find and report all the top 12 posts vs the worst 8 posts regarding "like count" in each company in the appendix. For the top 12 posts, report the result of Google Vision using its Demo or API. And then, make your N Hypotheses by critically discussing the reasons with supporting evidence from those top and worst posts. Try to make each Hypothesis based on all the companies (not just one company). Hypotheses can be about either the main effect or the moderator.
4. **Data-Analytics-Hypothesis**: In the tutorial, you learned how to make various visual and textual features (e.g., color, composition, visual objects, facial emotion, text within an image or in the caption). Use all the visual and textual features within an image (not in the caption). Run regression with Y = the log (like count + 1) using (a) each account data and (b) the combined data, respectively, by carefully addressing multicollinearity issues. Report each regression result in Table (columns: X variables, coefficients, p-value, and VIF) whose p-value is less than 0.1. Considering all the regression results, summarise effective content (a) across all the analysed companies and (b) across some companies. If a particular company shows a different pattern from others, discuss why. Then, make your N Hypotheses (about the main effect) by critically discussing the reasons with supporting evidence from your data analytics result.
5. **Final Hypothesis:** Make your group's final N hypotheses by considering the above Hypothesis, visual pattern, as well as industry and academic articles. Make two Hypotheses about main effects by constructing dictionaries. The rest of the Hypotheses need to be about moderators. Make XY plot for each candidate's hypotheses about the main effect (X = a variable corresponding to your hypotheses, Y = the log (like count + 1)). For moderators, make XY plot conditioning on the value of the main variable (e.g., main variable = 1). This visual pattern may help you choose your final Hypothesis among candidates. Specifically, discuss why you keep, drop, or add hypotheses to your final set compared to your quick- or data-analytics-hypothesis set. Explain your final Hypothesis logically (i.e., why does your X increase Y?) by citing related theories and supporting evidence.
6. **Hypotheses Test**:

(a) State your regression model with the definition of each variable and coefficient. X variables include the variables about your hypotheses and control variables: (1) text length in the caption, (2) text sentiment in the caption, (3) OCR text length within an image, (4) OCR text sentiment within an image, and (5) Posting time dummies: Year, Month-of-Year (January, …, December), Day-of-Week (Monday, ..., Sunday), Time-of-day (Morning, Afternoon, Evening, Night). Run regression using (1) each account data and (2) the combined data, respectively. Report each

regression result in Table. Also, make a summary Table that includes only X variables and their coefficients from all the above regression results. The columns are each account and the combined one. Add color to significant coefficients. Interpret the regression results. For only the combined data, (1) Report summary statistics (count/frequency, mean, median, minimum, maximum) in a table for each X and Y variable, (2) Make a correlation matrix among all the main and control variables including Y except time and account dummies, and (3) state which hypotheses are supported or not. If not, discuss why not.

(b) Robustness test: Repeat the above analysis with Y = the log (comment count + 1). Do not make summary statistics and correlation matrix again. Interpret results and discuss which results in (a) are robust.

7. Conclusion: (a) Deliver your finding to your client by recommending effective image advertising content strategies with supporting evidence.

(b) Also, as one way of communicating your finding, generate TWO new advertising prototypes based on your recommendation to increase viewer engagement. Advertising agencies often give two versions of ad prototypes to their clients. It does not have to be a fancy ad. For example, if green turns out to be the best colour, you can use the green colour in your prototype. Also, if other objects or text have significant effects, you can add those objects or text to the prototype. There are many online resources that you can benchmark. Among them, CANVA has many templates.

- https://www.canva.com/templates/search/instagram-posts/
- https://www.canva.com/create/instagram-stories/

In completing this task, apply appropriate data analytics and consider the concepts introduced in class. Your report should not exceed the word limit, excluding the title page, relevant images, tables or charts.

Title page (1 page) includes (1) The title of your report, (2) The word count, (3) An executive summary (One paragraph) of your report, (4) the course name, tutorial session and group, tutor's name, (5) Each team member's first and last name & zID

Reference: Cite academic papers, newspaper articles, blogs, or industry reports using Endnote. Use APA (American Psychological Association) style in-text citations and a reference list at the end. https://student.unsw.edu.au/apa

Appendix: Report all the top 12 posts vs the worst 8 posts (screenshots of both image and text

description part) regarding “like count” in each company. For the top 12 posts, report the result of Google Vision using its Demo or API. For readability, report at most 4 posts per page for the top posts. You can report all the worst 8 posts on one page.

Format: Use Word file (.doc), 12pt, **1.5 lines spacing**, at least 2.5cm margins on all sides.

Submission instructions

Submit your report (only once per group) to Moodle submission folder.

1. .doc contains your report. File name: Tutorial_Group_A2.doc” (e.g., W12_1_A2.doc)

Submit other supporting files (data, image, paper and code) to Moodle submission folder.

1. .xlsx file contains the dataset on which you run a regression.
2. .ipynb contains all relevant code to get the results in your report. Make a zip file by combining all colab files.
3. .json contains all outcomes from Google Vision. Make a zip file by combining all JSON files.
4. .xlsx also contains all the cited paper lists with a brief note about why you cited them.
5. .zip contains all the cited papers. When you add papers to Endnote, save their pdf. Then, submit a zip file of all the cited pdfs.
6. At the end of your report, copy the link of the G-drive folder containing all image files.

- For each missing file among the above (1) to (6), -1 mark

Marking Criteria

Your assignment will be marked based on the following marking criteria:

1. Analysis: Quality of advertising image data analytics
2. Hypothesis: Quality of Hypothesis development
3. Written Presentation: Quality of written report

Assessment Length

Max 4,000 Words

Submission notes

See the assessment description.

Assignment submission Turnitin type

This is not a Turnitin assignment

Advertising Content Audit

Assessment Overview

This assessment allows you to audit advertising content to evaluate whether a company's social media advertising content is consistent with the company's positioning and to provide recommendations for further improvements. By doing this assignment, you will also improve your ability to audit a company's advertising content.

Course Learning Outcomes

- CLO1 : Critically evaluate a company's advertising practice.
- CLO2 : Develop hypotheses about effective advertising content in different sectors.
- CLO3 : Apply appropriate data analytics for analysing advertising content data.
- CLO4 : Effectively communicate analyses and findings to business audiences.

Detailed Assessment Description

Description

This assessment provides you with the opportunity to undertake an advertising content audit to evaluate whether a company's current advertising strategy is proper and to provide recommendations for further improvements.

You are scouted as an Advertising Manager in company X. The company has been advertising actively on social media, in particular, Instagram. As your first job, you want to evaluate your company's advertising content to determine if this is consistent with your company's positioning. In addition, by analysing Instagram content and social media engagement data (e.g., the number of likes), you evaluate whether the advertising theme about the company's positioning is more successful than other themes in engagement and further explore effective content to advertise the focal theme.

Details

Choose one company in the given list. Read the company's positioning statement and copy it (with citation) to the title page of your report. Follow the below steps to complete your task:

1. **Consistent Advertising with Positioning**: Identify popular themes (maximum 6) across posted images and text by utilizing Google Vision. By sorting detected features from Google Vision

according to their usage frequency, one can construct a dictionary for each theme to identify popular themes. Among them, only one theme needs to be about the company's positioning statement. Report at least two posts (screenshots of images and text caption) about each theme. Also, state how many posts (frequency and percentage) are related to each theme. Based on this usage frequency, discuss what the company's advertising content strategy is. In addition, evaluate whether the frequency of the positioning-related theme is proper. Why? Or why not?

2. Advertising Effectiveness (Evaluate whether the positioning-related theme is more successful compared to other popular themes in social media engagement by doing the following tasks): State your regression model with the definition of each variable and coefficient. X variables include the above main variables about each theme and control variables: (1) text length in the caption, (2) text sentiment in the caption, (3) OCR text length within an image, (4) OCR text sentiment within an image, and (5) Posting time dummies: Year, Month-of-Year (January, …, December), Day-of-Week (Monday, ..., Sunday), Time-of-day (Morning, Afternoon, Evening, Night). Report summary statistics (count/frequency, mean, median, minimum, maximum) in a Table for each X and Y variable. Considering that Y (like count and comment count, respectively) is count data, compare several regression models. Explain your choice of candidate regression models. For like count and comment count, respectively, report the regression result of the best model in Table (columns: X variables, coefficients, p-value, and VIF) and interpret the results.

3. Effective Ad Content Exploration: The company may make different advertising content about the same theme. Now, you only break down the positioning-related theme into several (Maximum 6) sub-categories (See the examples in class materials). Provide your rationale for this sub-categorization. Also, report at least two posts, the number of posts, and summary statistics for each sub-category. Write your regression model. X variables include the main variables about each sub-category, all the other theme variables, and the above control variables. Then, evaluate which sub-categories are more effective in increasing like count and comment count, respectively, after finding the best regression model.

4. Conclusion: Conclude this advertising content audit. Specifically, what themes are the company focusing on? Is their advertising content consistent with the company's positioning? What (sub) themes are successful or not? Considering all, recommend what the company needs to keep or improve.

In completing this task, apply appropriate data analytics and consider the concepts introduced in class. Your report should not exceed the word limit, excluding the title page, relevant images, tables or charts.

Title page (1 page) includes (1) Company & Positioning statement, (2) Word count, (3) An executive summary (One paragraph) of your report, (4) Course name, tutorial session and group, tutor's name, (5) Your first and last name & zID

Reference: (If any) Cite academic papers, newspaper articles, blogs, or industry reports using Endnote. Use APA (American Psychological Association) style in-text citations and a reference list at the end. https://student.unsw.edu.au/apa

Format: Use word file (.doc), 12pt, **1.5 lines spacing**, at least 2.5cm margins on all sides.

Submission instructions

Submit your report to Turnitin via Moodle.

(1) .doc contains your report. File name: Tutorial_Group_First and Last Name_A3.doc" (e.g., W12_1_Con_Korkofingas_zXXXX_A3.doc)

Submit other supporting files (data, image, paper and code) to Moodle submission folder.

(2).xlsx file contains the dataset on which you run a regression.

(3).ipynb contains all relevant code to get the results in your report. Make a zip file by combining all colab files.

(4) .xlsx also contains all the cited paper lists with a brief note about why you cited them.

(5) .zip contains all the cited papers. When you add papers to Endnote, save their pdf. Then, submit a zip file of all the cited pdfs.

- For each missing file among the above (1) to (5), -1 mark

Marking Criteria

Your assignment will be marked based on the following marking criteria:

1. Analysis: Quality of advertising image data analytics
2. Evaluation and Recommendations: Quality of evaluation and recommendations
3. Written Presentation: Quality of written report

Assessment Length

Max 2,000 words

Submission notes

See the assessment description.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Participation

Assessment Overview

As you participate in lectures and tutorials more, you can learn more. Each week, we build knowledge and skills. Therefore, you need to digest your learning each week. You will need to attend all the lectures and tutorials for active participation.

Course Learning Outcomes

- CLO1 : Critically evaluate a company's advertising practice.
- CLO3 : Apply appropriate data analytics for analysing advertising content data.

Detailed Assessment Description

Participation activities will be given during lecture and tutorial sessions.

Submission notes

It will be announced later.

Assignment submission Turnitin type

Not Applicable

General Assessment Information

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	Course Overview Image Ads - Color, Composition, Figure & Ground Relationship Python Intro
Week 2 : 19 February - 25 February	Tutorial	Scrape Instagram Data Detect Color, Composition, Figure & Ground Relationship using OpenCV
	Lecture	Regression Intro Color Strategies A1 - Color features for Body Shop
Week 3 : 26 February - 3 March	Tutorial	A1 - Color features for Body Shop (Python) Google Cloud Platform Intro
	Lecture	Regression - Multicollinearity Detect Visual Ad Content using AI methods
Week 4 : 4 March - 10 March	Tutorial	Image Processing Using Google Cloud Vision (Python) Identify engaging visual features among many content features (Python) A1 Q&A
	Lecture	A2 - Awe Image for Sustainable Fashion Firms
Week 5 : 11 March - 17 March	Tutorial	A2 - Ethical Fashion Industry (Python)
	Lecture	Research Questions, Hypotheses Development and Variable Construction
Week 6 : 18 March - 24 March	Tutorial	Referencing using EndNote A2 - Group discussion about Hypotheses
	Lecture	Climate Change Advertising Influencer Advertising
Week 7 : 25 March - 31 March	Tutorial	Climate Change Advertising (Python) A2 - Q&A
	Lecture	A3 - Advertising Content Audit for Body Shop
Week 8 : 1 April - 7 April	Tutorial	A3 - Advertising Content Audit for Body Shop (Python)
	Lecture	Regression for Count variables: Poisson and Negative Binomial Regression & Zero-Inflated Models
Week 9 : 8 April - 14 April	Tutorial	Regression for Count variables (Python)
	Lecture	Emerging Ad - Visual Narratives: Mixed Emotion Dynamics Strategy using Carousel Post with Multi-Photos
Week 10 : 15 April - 21 April	Lecture	Reflection, Q&A

Attendance Requirements

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

Course Resources

Prescribed Resources

- Python Software: All the necessary python code will be provided with detailed guidelines during lectures and tutorials. These are just optional resources.
  - https://www.lynda.com/Python-training-tutorials/
  - https://www.kaggle.com/learn/python

Course Evaluation and Development

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the myExperience survey, which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's myExperience survey is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through the end of semester myExperience responses.

If at any time you have any concerns about your progress or any aspects of the course, please feel free to contact me to discuss your concerns.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Con Korkofingas		Quadrangle Building (E15) 2054C		Tuesday 6 - 7 pm (online)	No	Yes

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the key policies and support page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to UNSW graduate capabilities. More information on Coursework PLOs is available on the key policies and support page. For PG Research PLOs, including MPDBS, please refer to the UNSW HDR Learning Outcomes.

Academic Honesty and Plagarism

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Student Code with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the Working with Academic Integrity module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of

these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW Current Students page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW Current Students page). Applications will not be accepted by teaching staff. The lecturer-in-charge/ course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the key policies and support page.

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a protocol under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to this page.
- Students in the **School of Banking & Finance** should also refer to this page.
- Students in the **School of Information Systems & Technology Management** should also refer to this page.

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the myExperience survey, which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the Class Timetable website for the most up-to-date teaching times and locations.