



## UNSW Course Outline

# MDIA2012 Promotional Cultures - 2024

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## General Course Information

Course Code : MDIA2012

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 : Undergraduate

Units of Credit : 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

To become a more effective professional communicator, it pays to understand today's rich patterns of persuasion. These patterns combine to form a vibrant promotional culture that colours every facet of our lives. On a granular level, promotion influences the clothes we wear

and the entertainment we view. On a grand scale, promotion is central to our politics and our economies. This course will help you understand how promotional culture came to be, with a focus on public relations and advertising. Whatever career you plan to pursue, this course offers you vital knowledge about how promotional communications operate and the repercussions they have for us and our societies.

## Course Learning Outcomes

Course Learning Outcomes
CL01 : Appraise concepts relating to promotional cultures
CL02 : Analyse promotional cultures using relevant promotional culture-related theories
CL03 : Apply promotional culture-related theories to enhance promotional cultures

Course Learning Outcomes	Assessment Item
CL01 : Appraise concepts relating to promotional cultures	<ul style="list-style-type: none"> <li>• Reflections</li> <li>• Report</li> </ul>
CL02 : Analyse promotional cultures using relevant promotional culture-related theories	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Reflections</li> <li>• Report</li> </ul>
CL03 : Apply promotional culture-related theories to enhance promotional cultures	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Reflections</li> </ul>

## Learning and Teaching Technologies

Moodle - Learning Management System

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates
Reflections Assessment Format: Individual	45%	Start Date: Not Applicable Due Date: 15/07/2024 11:59 PM
Report Assessment Format: Individual	25%	Start Date: Not Applicable Due Date: 02/07/2024 11:59 PM
Presentation Assessment Format: Group	30%	Start Date: Not Applicable Due Date: Week 10: 29 July - 04 August

# Assessment Details

## Reflections

### Assessment Overview

Reflections on course content: 1,800 words total. Individual task.

Feedback provided via LMS.

### Course Learning Outcomes

- CL01 : Appraise concepts relating to promotional cultures
- CL02 : Analyse promotional cultures using relevant promotional culture-related theories
- CL03 : Apply promotional culture-related theories to enhance promotional cultures

### Detailed Assessment Description

Full details about assessment task one are provided on the course Moodle site.

## Report

### Assessment Overview

Report on a promotional culture: 1,200 words.

Feedback provided via LMS.

### Course Learning Outcomes

- CL01 : Appraise concepts relating to promotional cultures
- CL02 : Analyse promotional cultures using relevant promotional culture-related theories

### Detailed Assessment Description

Full details about assessment task two are provided on the course Moodle site.

## Presentation

### Assessment Overview

Presentation about a promotional culture: approximately 8 - 9 minutes. Group task (with three students per group).

Feedback provided via LMS.

### Course Learning Outcomes

- CL02 : Analyse promotional cultures using relevant promotional culture-related theories
- CL03 : Apply promotional culture-related theories to enhance promotional cultures

### Detailed Assessment Description

Full details about assessment task three are provided on the course Moodle site.

## General Assessment Information

Please note: MDIA2012 does not have an exam.

### Grading Basis

Standard

### Requirements to pass course

All assessment tasks need to be submitted; not submitting all assessment tasks will result in the awarding of a UF (Unsatisfactory Fail) grade for the course.

## Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Module	PART I: FUNDAMENTALS
	Topic	Introduction: Getting to grips with promotional cultures
Week 2 : 3 June - 9 June	Topic	Essential analysis of promotional cultures
Week 3 : 10 June - 16 June	Topic	Advanced analysis of promotional cultures
Week 4 : 17 June - 23 June	Module	PART II: ISSUES
	Topic	Ethics and promotional cultures
Week 5 : 24 June - 30 June	Topic	Wellbeing and promotional cultures
Week 6 : 1 July - 7 July	Other	Week six is the university-wide 'Flex Week'
Week 7 : 8 July - 14 July	Topic	Prosociality and promotional cultures
Week 8 : 15 July - 21 July	Topic	Cultural sensitivity and promotional cultures
Week 9 : 22 July - 28 July	Topic	Social innovation and promotional cultures
Week 10 : 29 July - 4 August	Topic	Conclusion: The futures of promotional cultures

## Attendance Requirements

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

## General Schedule Information

Students are expected to attend all lectures and classes for the School of the Arts & Media (SAM) courses in which they are enrolled. Students who fail to attend at least 80% of tutorials 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.

## Course Resources

### Prescribed Resources

The prescribed resources are provided on the Moodle course site. (To access the site, head to: <https://moodle.telt.unsw.edu.au/>.)

### Recommended Resources

For details about the recommended resources, please see the course Moodle site.

## Course Evaluation and Development

Feedback will be collected before, during and after T2. We pay careful attention to - and act on! - both formal feedback (for example, in surveys) and informal feedback (for instance, in emails).

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Lukasz Swiatek		See course Moodle site for all consultation details	See course Moodle site	See course Moodle site for all consultation details	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>