



UNSW Course Outline

MDIA2007 Digital Analytics for Public Relations and Advertising - 2024

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General Course Information

Course Code : MDIA2007

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

Data is everywhere in today's digital media environment, but this abundance creates huge

challenges. Media now needs to meaningfully analyse, interpret, and communicate “big data” as part of the process of producing persuasive communications. In this course, you will gain a conceptual understanding and develop practical skills in digital analytics. By exploring various tools and analytical strategies, you will learn how to effectively measure important audience and organisational behaviours; enhance persuasive storytelling with data visualisation and actionable insights; and engage critical thinking about ethical and responsible data analytics when used to inform strategic communication practices. The hard and soft skills you develop during this course will expand your skillset, amplify your portfolio, and help to increase your versatility and employability in public relations and advertising.

Course Learning Outcomes

Course Learning Outcomes
CL01 : Evaluate concepts and principles of digital data analytics
CL02 : Analyse diverse data using different tools to identify patterns and communicate results
CL03 : Demonstrate an understanding of ethical issues in data collection and analysis, including potentially harmful consequences

Course Learning Outcomes	Assessment Item
CL01 : Evaluate concepts and principles of digital data analytics	<ul style="list-style-type: none">• Test• Data report• Data analysis task
CL02 : Analyse diverse data using different tools to identify patterns and communicate results	<ul style="list-style-type: none">• Test• Data report• Data analysis task
CL03 : Demonstrate an understanding of ethical issues in data collection and analysis, including potentially harmful consequences	<ul style="list-style-type: none">• Data report• Data analysis task

Learning and Teaching Technologies

Moodle - Learning Management System

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Test Assessment Format: Individual	30%	
Data report Assessment Format: Group	30%	
Data analysis task Assessment Format: Individual	40%	

Assessment Details

Test

Assessment Overview

60-minute in-class test on data analysis practices and concepts

Feedback via LMS

Course Learning Outcomes

- CL01 : Evaluate concepts and principles of digital data analytics
- CL02 : Analyse diverse data using different tools to identify patterns and communicate results

Detailed Assessment Description

See Moodle for detailed description.

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](#).

Data report

Assessment Overview

1000-word report and group presentation.

Feedback in class and via LMS

Course Learning Outcomes

- CLO1 : Evaluate concepts and principles of digital data analytics
- CLO2 : Analyse diverse data using different tools to identify patterns and communicate results
- CLO3 : Demonstrate an understanding of ethical issues in data collection and analysis, including potentially harmful consequences

Detailed Assessment Description

See Moodle for detailed description.

Generative AI Permission Level

Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.

If your Convenor has concerns that your answer contains passages of AI-generated text or media that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text and media as a starting point and some traces may remain. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

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

The 1000-word report will be prepared as a PowerPoint file, and your group will present it in the tutorial. Therefore, you may use generative AI tools to brainstorm the outline and design of your PowerPoint slides. However, the actual content needs to come from your own thinking.

Data analysis task

Assessment Overview

Practical organisational analysis task.

2,000 words equivalent.

Feedback via LMS.

Course Learning Outcomes

- CL01 : Evaluate concepts and principles of digital data analytics
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If your Convenor has concerns that your answer contains passages of AI-generated text or media that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text and media as a starting point and some traces may remain. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

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You may use AI-based software to research and prepare prior to completing your assessments. The assessment tasks involve some planning or creative processes, for which you can use the AI-based software to generate ideas, structures, etc. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the software should not be a part of your final submission. In addition, you may use the AI-based software to improve your writing and argumentative style.

General Assessment Information

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 0 : 2 September - 8 September	Other	O-Week: No class; get familiar with course information on Moodle.
Week 1 : 9 September - 15 September	Topic	Basics of digital analytics
Week 2 : 16 September - 22 September	Topic	Analytical methods I
Week 3 : 23 September - 29 September	Topic	Analytical methods II
Week 4 : 30 September - 6 October	Topic	Data visualisation & Storytelling
Week 5 : 7 October - 13 October	Topic	In-class exam in the lecture section. Consolidation of knowledge & Preparation for A2 and A3 in the tutorial section.
Week 6 : 14 October - 20 October	Other	University-wide Flex Week
Week 7 : 21 October - 27 October	Topic	Computational methods I
Week 8 : 28 October - 3 November	Topic	Computational methods II
Week 9 : 4 November - 10 November	Topic	Computational methods III
Week 10 : 11 November - 17 November	Topic	Future of digital analytics

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

General Schedule Information

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.

Course Resources

Prescribed Resources

See complete details on Moodle.

Course Evaluation and Development

Student feedback is encouraged through both informal feedback directly to lecturers and through the formal MyExperience survey conducted at the end of the course by the University.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Lewen Wei		231Q, Robert Webster Building (G14)		See Moodle for consultation hours.	Yes	Yes

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://>

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>