



## UNSW Course Outline

# MDIA1008 Engaging Audiences - 2024

Published on the 29 Jan 2024

## General Course Information

Course Code : MDIA1008

Year : 2024

Term : Term 1

Teaching Period : T1

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

Engaging Audiences introduces you to the core of persuasive communications: the ability to reach a deep understanding of the people you are communicating with. The successful brands of tomorrow won't preach to their audience, they will immerse themselves in their consumers'

worlds so they can engage on their level. This means listening, thinking critically, and asking the right questions. Who are they? Where are they? What do they desire? What keeps them awake at night? How do they make sense of the world? These questions are the building blocks for crafting the insightful campaigns that transform a clients' problem into a strategic and creative public relations or advertising solution. To answer them you need the right tools to understand and analyse consumers, publics, and media audiences. So, wherever your communications journey ends up taking you—engaging consumers in tomorrow’s brand communities or energising the public in policy decisions that will change the future—this is where success on that journey begins.

## Course Learning Outcomes

Course Learning Outcomes
CLO1 : Evaluate concepts relating to the audiences in promotional contexts
CLO2 : Demonstrate practical skills in analysing consumers, publics, and media audiences
CLO3 : Apply theories related to the reception of public relations and advertising campaigns by diverse audiences, including First Nations

Course Learning Outcomes	Assessment Item
CLO1 : Evaluate concepts relating to the audiences in promotional contexts	<ul style="list-style-type: none"> <li>• Clinic Presentations</li> <li>• Written Paper</li> <li>• Brand Research Audit</li> </ul>
CLO2 : Demonstrate practical skills in analysing consumers, publics, and media audiences	<ul style="list-style-type: none"> <li>• Clinic Presentations</li> <li>• Written Paper</li> <li>• Brand Research Audit</li> </ul>
CLO3 : Apply theories related to the reception of public relations and advertising campaigns by diverse audiences, including First Nations	<ul style="list-style-type: none"> <li>• Clinic Presentations</li> <li>• Brand Research Audit</li> </ul>

## Learning and Teaching Technologies

Moodle - Learning Management System | Echo 360

# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates
Clinic Presentations Assessment Format: Group	20%	
Written Paper Assessment Format: Individual	40%	
Brand Research Audit Assessment Format: Individual	40%	

## Assessment Details

### Clinic Presentations

#### Assessment Overview

Guided closely by the tutor, students will work in teams in tutorials on a problem or challenge to help them to engage critically and creatively with the weekly topic. Across Weeks 2 to 5, students will provide a brief, succinct and creative 10-minute presentation on their solution.

Feedback via LMS

#### Course Learning Outcomes

- CL01 : Evaluate concepts relating to the audiences in promotional contexts
- CL02 : Demonstrate practical skills in analysing consumers, publics, and media audiences
- CL03 : Apply theories related to the reception of public relations and advertising campaigns by diverse audiences, including First Nations

### Written Paper

#### Assessment Overview

A critical and reflective essay of 1500 words on theory covered in the course. Students will choose a topic based on the course material from weeks 1-5.

Feedback via LMS

#### Course Learning Outcomes

- CL01 : Evaluate concepts relating to the audiences in promotional contexts
- CL02 : Demonstrate practical skills in analysing consumers, publics, and media audiences

#### Assessment Length

1,500 words

### Assignment submission Turnitin type

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

## Brand Research Audit

### Assessment Overview

Students will undertake empirical research into audience perceptions on a brand. They will write a succinct report of 1000 words outlining their findings.

Feedback via LMS

### Course Learning Outcomes

- CL01 : Evaluate concepts relating to the audiences in promotional contexts
- CL02 : Demonstrate practical skills in analysing consumers, publics, and media audiences
- CL03 : Apply theories related to the reception of public relations and advertising campaigns by diverse audiences, including First Nations

### Assessment Length

1000 words

### Assignment submission Turnitin type

This is not a Turnitin assignment

## General Assessment Information

Please see Moodle for detailed assessment information.

### Grading Basis

Standard

## Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	Is there only one audience?
Week 2 : 19 February - 25 February	Lecture	Understanding audiences
Week 3 : 26 February - 3 March	Lecture	How we make meaning
Week 4 : 4 March - 10 March	Lecture	Media in a data driven world
Week 5 : 11 March - 17 March	Lecture	Persuasion through public relations and advertising
Week 6 : 18 March - 24 March	Reading	Flex week - no class
Week 7 : 25 March - 31 March	Lecture	Insight, strategy and creativity
Week 8 : 1 April - 7 April	Lecture	Research that focuses on what matters
Week 9 : 8 April - 14 April	Lecture	Building powerful brands
Week 10 : 15 April - 21 April	Lecture	Realising engaging ideas

## Attendance Requirements

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

## Course Resources

### Prescribed Resources

All course resources can be found on Moodle.

## Course Evaluation and Development

MyExperience data is used each year to further develop this course.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Nick Richardson		Webster RM231E		Email for consultation	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](mailto:sam@unsw.edu.au)

**Phone:** +612 9385 4856

**web:** <https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media>