



UNSW Course Outline

MDIA5003 Social Media Campaigning - 2024

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General Course Information

Course Code : MDIA5003

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 : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

The integration of social media into everyday lives has a profound impact on how brand owners and audiences connect. To navigate platforms, connect with audiences, and engage content creators and influencers, it is crucial that communication professionals build an understanding

of social media affordances and cultures. This course is therefore designed for those who are interested in the dynamic development of social media and communication industries. With a view to achieving various communication goals in the context of social media, the course will equip you with a practical understanding and capacity to cultivate insights, curate content, craft conversations and build engagement.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Explain social media affordances, cultures, and their significance for organisations
CLO2 : Explain and apply key principles and processes in developing social media campaign plans
CLO3 : Analyse and evaluate the use of social media at strategic and tactical levels in communication campaigns
CLO4 : Work effectively in a team environment

Course Learning Outcomes	Assessment Item
CLO1 : Explain social media affordances, cultures, and their significance for organisations	<ul style="list-style-type: none">• Presentation• Report• Social Media campaign Critique
CLO2 : Explain and apply key principles and processes in developing social media campaign plans	<ul style="list-style-type: none">• Presentation• Report• Social Media campaign Critique
CLO3 : Analyse and evaluate the use of social media at strategic and tactical levels in communication campaigns	<ul style="list-style-type: none">• Report• Social Media campaign Critique
CLO4 : Work effectively in a team environment	<ul style="list-style-type: none">• Presentation

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Please refer to resources available on the Course Moodle website.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Presentation Assessment Format: Group	20%	Start Date: per schedule Due Date: per schedule
Report Assessment Format: Individual	30%	Due Date: 13/10/2024 11:59 PM
Social Media campaign Critique Assessment Format: Individual	50%	Due Date: 17/11/2024 11:59 PM

Assessment Details

Presentation

Assessment Overview

A group will present for 5 minutes x number of people in the group (e.g. 2 group members; 10 minutes). Feedback via LMS.

Course Learning Outcomes

- CL01 : Explain social media affordances, cultures, and their significance for organisations
- CL02 : Explain and apply key principles and processes in developing social media campaign plans
- CL04 : Work effectively in a team environment

Detailed Assessment Description

Further details available on Moodle.

Assessment Length

5 minute per person in a group

Assessment information

Further details are available in assessment guidelines on Moodle.

Assignment submission Turnitin type

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

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](#).

Report

Assessment Overview

1000 words. Feedback via LMS.

Course Learning Outcomes

- CLO1 : Explain social media affordances, cultures, and their significance for organisations
- CLO2 : Explain and apply key principles and processes in developing social media campaign plans
- CLO3 : Analyse and evaluate the use of social media at strategic and tactical levels in communication campaigns

Detailed Assessment Description

Further details are available in assessment guidelines on Moodle.

Assessment Length

1000 words

Assessment information

Please refer to detailed assessment guidelines and support resources on Moodle.

Assignment submission Turnitin type

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

Generative AI Permission Level

Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. 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](#).

Social Media campaign Critique

Assessment Overview

2000 words. Feedback via LMS.

Course Learning Outcomes

- CL01 : Explain social media affordances, cultures, and their significance for organisations
- CL02 : Explain and apply key principles and processes in developing social media campaign plans
- CL03 : Analyse and evaluate the use of social media at strategic and tactical levels in communication campaigns

Detailed Assessment Description

Further details are available in assessment guidelines on Moodle.

Assessment Length

2000 words

Assignment submission Turnitin type

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

Generative AI Permission Level

Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

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General Assessment Information

Please refer to detailed assessment guidelines and support resources on Moodle.

Grading Basis

Standard

Requirements to pass course

Achieve a composite mark of at least 50 out of 100.

Please be aware that ALL assessment tasks are required course components. You **MUST** attempt each task in order to pass the course. Failure to complete any of these tasks will result in a failure of the entire course, even if your results in the other two tasks might add up to a numerical passing grade.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Topic	Introduction to Social Media Campaigning
Week 2 : 16 September - 22 September	Topic	Understanding Social Media and Social Media Users
Week 3 : 23 September - 29 September	Topic	Curating Content and Engagement
Week 4 : 30 September - 6 October	Topic	Working with Influencers
Week 5 : 7 October - 13 October	Topic	Navigating Algorithmic Culture
Week 6 : 14 October - 20 October	Other	No class - reading week
Week 7 : 21 October - 27 October	Topic	Utilising Data and Measuring Social Media Performances
Week 8 : 28 October - 3 November	Topic	Navigating Platform Cultures and Politics
Week 9 : 4 November - 10 November	Topic	Addressing Ethical and Regulatory Issues
Week 10 : 11 November - 17 November	Topic	Looking towards the Future

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

A lecture and a tutorial each week.

Course Resources

Prescribed Resources

Please refer to resources available on the Course Moodle website.

Recommended Resources

Please refer to resources available on the Course Moodle website.

Course Evaluation and Development

We are committed to listening to your feedback, both formally and informally, to make sure you benefit from the course. In addition to the MyExperience survey conducted at the end of the term, there will be opportunities for feedback mid-term. You are also welcome to get in contact with

the course convenor about anything in relation to the course design or your learning experience throughout the term. We appreciate your feedback, which helps us continue to develop the course.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Elaine Jing Zhao		Webster 231D	02 9385 8066	Wednesday 16:00-17:00 Please email for an appointment.	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://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>