MDIA5030 Brand Cultures - 2024

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General Course Information

Course Code : MDIA5030
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 : 12

Useful Links

Handbook Class Timetable

Course Details & Outcomes

Course Description

A brand is a fluid entity – never entirely in an organisation's control. This is because customers 'own' brands. The best brand managers therefore study people. They consider brands in culture and brands as cultures. Nothing happens by chance. This course offers you theories and techniques for studying brand cultures. These theories and techniques will ultimately make you a

better brand manager.

The course provides you with the opportunity to develop, hone and consolidate disciplinary skills and knowledge gained in the fields of PR and advertising, specifically in relation to the practice of brand management - which is a central aspect of contemporary PR and advertising.

This course is worth 12 units of credit, and is a Practice Pathway core subject for the Master of PR and Advertising.

Course Aims

The course aims to build an advanced disciplinary knowledge of brand management, and its central role and function in the fields of PR and advertising.

Relationship to Other Courses

This is a compulsory advanced disciplinary subject for the Master of PR and Advertising.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Demonstrate competence with contemporary brand management practices and strategies, and the ability to apply this knowledge in a range of professional settings.
CLO2 : Demonstrate a sound understanding of contemporary brand management concepts and philosophies, and the capacity to employ this knowledge productively in professional practice.
CLO3 : Demonstrate a capacity for independent and collaborative inquiry, and the ability to effectively communicate ideas to a range of audiences, using written, oral and audio-visually mediated communication.
CLO4 : Demonstrate an ability for creative thinking and critical reflection.
CLO5 : Demonstrate a sound understanding of both local and global industry contexts in the fields of PR, advertising and communication.

Course Learning Outcomes	Assessment Item
CLO1 : Demonstrate competence with contemporary brand management practices and strategies, and the ability to apply this knowledge in a range of professional settings.	• Weekly clinic presentations • Essay • Brand audit
CLO2 : Demonstrate a sound understanding of contemporary brand management concepts and philosophies, and the capacity to employ this knowledge productively in professional practice.	• Weekly clinic presentations • Essay • Brand audit
CLO3 : Demonstrate a capacity for independent and collaborative inquiry, and the ability to effectively communicate ideas to a range of audiences, using written, oral and audio-visually mediated communication.	• Weekly clinic presentations • Essay • Brand audit
CLO4 : Demonstrate an ability for creative thinking and critical reflection.	• Weekly clinic presentations • Essay • Brand audit
CLO5 : Demonstrate a sound understanding of both local and global industry contexts in the fields of PR, advertising and communication.	• Weekly clinic presentations • Essay • Brand audit

Learning and Teaching Technologies

Moodle - Learning Management System | Echo 360

Learning and Teaching in this course

Preparation and participation is very important in this course. You will be required to review the

weekly readings for the first assignment prior to attending class in the first half of this course. In the second half please prepare work on your audit and be ready to workshop your project in class. This coaching is vital to success in the final assignment.

Additional Course Information

See Moodle

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Weekly clinic presentations Assessment Format: Group	25%	Start Date: Not Applicable Due Date: Not Applicable
Essay Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: Not Applicable
Brand audit Assessment Format: Individual	35%	Start Date: Not Applicable Due Date: Not Applicable

Assessment Details
Weekly clinic presentations

<u>Assessment Overview</u>

Students will complete four short presentations on particular weekly topics. The teams of 4 to 5 (a different team will be assigned each week) will have time in class to prepare a presentation from lecture and reading material. Each team presentation will receive a mark out of 100. While team members will receive the same mark for each presentation, students' marks will be recorded individually with the total (out of 25) coming from all the marks achieved by the different teams worked with through the term.

Oral feedback, with formal feedback via LMS.

<u>Course Learning Outcomes</u>
- CLO1 : Demonstrate competence with contemporary brand management practices and strategies, and the ability to apply this knowledge in a range of professional settings.
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- CLO3 : Demonstrate a capacity for independent and collaborative inquiry, and the ability to effectively communicate ideas to a range of audiences, using written, oral and audio-visually mediated communication.

- CLO4 : Demonstrate an ability for creative thinking and critical reflection.
- CLO5 : Demonstrate a sound understanding of both local and global industry contexts in the fields of PR, advertising and communication.

<u>Detailed Assessment Description</u>

See Moodle

<u>Assessment Length</u>

NA

<u>Submission notes</u>

See Moodle

<u>Assessment information</u>

Please see detailed description and due dates in the assessment section on Moodle.

<u>Assignment submission Turnitin type</u>

This is not a Turnitin assignment

<u>Generative AI Permission Level</u>

Not Applicable

Generative AI is not considered to be of assistance to you in completing this assessment. If you do use generative AI in completing this assessment, you should attribute its use.

For more information on Generative AI and permitted use please see here.

Essay

<u>Assessment Overview</u>

3,000 word essay.

Students will receive written feedback and a numerical grade.

<u>Course Learning Outcomes</u>

- CLO1 : Demonstrate competence with contemporary brand management practices and strategies, and the ability to apply this knowledge in a range of professional settings.
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- CLO4 : Demonstrate an ability for creative thinking and critical reflection.

- CLO5 : Demonstrate a sound understanding of both local and global industry contexts in the fields of PR, advertising and communication.

Detailed Assessment Description

See Moodle

Assessment Length

3000 words

Submission notes

See Moodle

Assessment information

Please see detailed description and due dates in the assessment section 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.

Brand audit

Assessment Overview

1,000 words. This is the final assessment task.

Students will receive written feedback and a numerical grade.

Course Learning Outcomes

- CLO1 : Demonstrate competence with contemporary brand management practices and

strategies, and the ability to apply this knowledge in a range of professional settings.
- CLO2 : Demonstrate a sound understanding of contemporary brand management concepts and philosophies, and the capacity to employ this knowledge productively in professional practice.
- CLO3 : Demonstrate a capacity for independent and collaborative inquiry, and the ability to effectively communicate ideas to a range of audiences, using written, oral and audio-visually mediated communication.
- CLO4 : Demonstrate an ability for creative thinking and critical reflection.
- CLO5 : Demonstrate a sound understanding of both local and global industry contexts in the fields of PR, advertising and communication.

Detailed Assessment Description

See Moodle

Assessment Length

1000 words

Submission notes

See Moodle

Assessment information

Please see detailed description and due dates in the assessment section on Moodle.

Assignment submission Turnitin type

This is not a Turnitin assignment

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

See Moodle

<u>Grading Basis</u>

Standard

<u>Requirements to pass course</u>

Tutorial attendance of 80% and a final grade of 50/100 or greater will be required to pass this course

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	What is a brand
Week 2 : 16 September - 22 September	Lecture	The management of brand
Week 3 : 23 September - 29 September	Lecture	Brands in culture and brands as cultures
Week 4 : 30 September - 6 October	Lecture	Brand Purpose
Week 5 : 7 October - 13 October	Lecture	Making and maintaining a brand
Week 6 : 14 October - 20 October	Homework	No lecture - Flex week
Week 7 : 21 October - 27 October	Lecture	Mediatisation: The media as brands and brands in the media
Week 8 : 28 October - 3 November	Lecture	Clients, agencies, planning and creativity in branding
Week 9 : 4 November - 10 November	Lecture	Brand experiences and communities
Week 10 : 11 November - 17 November	Lecture	Seeing the world through brand thinking

Attendance Requirements

This is a double credit point course and attendance is strictly adhered to. Students are required to attend or view 80% of lectures and attend and participate in 80% of seminars. Students are also required to allocate 1 hour a week in order to contribute to the weekly online forum discussions and tasks. Preparation and participation is very important for success in this course.

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

See Moodle

Course Resources

Prescribed Resources

Weekly readings are posted on Moodle.

Recommended Resources

Weekly readings are posted on Moodle.

Course Evaluation and Development

In addition to the quantitative MyExprience survey, course feedback will be collected through a short in class qualitative survey. Past recommendations have contributed to changes to class

and assessment materials.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Nicholas Richardson		Webster Rm 231E		By appointment. Please email if you wish to set up a consultation	Yes	Yes
	Nicholas Richardson					No	No
	Collin Chua					No	No

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