UNSW Course Outline

MDIA3000 Advertising in Action - 2024

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General Course Information

Course Code : MDIA3000
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

In the world of advertising, knowing how and when to apply your theoretical knowledge in practice will make you a more valuable employee and a more satisfied professional. Advertising has always been a dynamic area of promotion, but it is evolving in exciting new ways thanks to a

range of socio-cultural and technological changes. This course takes you through key areas of the advertising process to explore real situations from the client to the agency, across account management, strategic planning, creative, digital, and media planning, and how teams collaborate to deliver. This will help you understand how advertising works, how it's changing, and how it's created. The course focuses on the advanced practical skills and knowledge needed to undertake modern advertising activities successfully, as well as the development of industry-ready portfolio materials. Whether you're planning a career within an agency or on the client-side, you will better understand the reality of advertising in action.

Relationship to Other Courses

The most successful and effective advertising campaigns are based on great creative ideas. But few great creative ideas survive long enough to actually be seen by audiences. There are many stages every campaign goes through from marketing needs analysis to the brave approval of seemingly crazy ideas. At every stage there are many things that both help and hinder these ideas. Becasue this course focuses on these things - and how to manage them - it:

- Builds upon the technical and audience grounding provided by PR & Advertisingn Foundations (MDIA1003) and Engaging Audiences (MDIA1008)
- Applies the strategic thinking and frameworks introduced in Communications Strategies (MDIA2006)
- Applies the creative process approaches introduced in Creative Advertising (MDIA2005)

For those lookiong for a solid grounding in the management of both client- and agency-side communications campaigns, this course is also a great companion to Building Brands (MDIA3009), PR in Practice (MDIA3012), and Media Planning & Buying (MDIA3020).

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Evaluate concepts relating to the production of persuasive advertising to achieve objectives.
CLO2 : Interpret the needs, responsibilities, and values of different stakeholder groups to produce effective advertising.
CLO3 : Apply theories related to advertising and campaign management to identify and deliver advertising objectives.

Course Learning Outcomes	Assessment Item
CLO1 : Evaluate concepts relating to the production of persuasive advertising to achieve objectives.	• Agency analysis • Campaign plan • Campaign scenarios
CLO2 : Interpret the needs, responsibilities, and values of different stakeholder groups to produce effective advertising.	• Campaign plan • Campaign scenarios
CLO3 : Apply theories related to advertising and campaign management to identify and deliver advertising objectives.	• Agency analysis • Campaign plan

Learning and Teaching Technologies

Moodle - Learning Management System

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Agency analysis Assessment Format: Individual	30%	Due Date: 03/07/2024 11:00 PM Post Date: 17/07/2024 11:00 PM
Campaign plan Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: 04/08/2024 11:00 PM
Campaign scenarios Assessment Format: Group	30%	Start Date: Not Applicable Due Date: Not Applicable

Assessment Details

Agency analysis

Assessment Overview

Students will conduct an analysis of an advertising agency and its clients, to identify the problems, challenges and opportunities related to the associated brands and how the agency might play a role in solving/achieving these. Data may be gathered through public access sources or individuals within agencies or their clients.

Feedback via LMS

Course Learning Outcomes

- CLO1 : Evaluate concepts relating to the production of persuasive advertising to achieve objectives.
- CLO3 : Apply theories related to advertising and campaign management to identify and deliver advertising objectives.

Assessment Length

1,000 words

Assignment submission Turnitin type

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

Campaign plan

Assessment Overview

Students will be given a choice of three brand situations to develop an advertising campaign for. This will include writing a reverse creative brief, developing a campaign strategy, developing a messaging strategy, selecting appropriate media and suggesting relevant campaign assessment criteria. This will also include the identification of relevant campaign risks and issues between the different client and agency stakeholders and how these will be managed/resolved.

Feedback vis LMS

Course Learning Outcomes

- CLO1 : Evaluate concepts relating to the production of persuasive advertising to achieve objectives.
- CLO2 : Interpret the needs, responsibilities, and values of different stakeholder groups to

produce effective advertising.

- CLO3 : Apply theories related to advertising and campaign management to identify and deliver advertising objectives.

Assessment Length

1,500 words

Assignment submission Turnitin type

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

Campaign scenarios

Assessment Overview

Each week over 5 weeks, in groups of 3-4, students will be given brand/campaign scenarios that require the specific application of the week's theory and course reading. Students will be given 30-minutes to assess the situation, plan a response and deliver a 3-minute presentation to the class.

Feedback to students in class.

Course Learning Outcomes

- CLO1 : Evaluate concepts relating to the production of persuasive advertising to achieve objectives.
- CLO2 : Interpret the needs, responsibilities, and values of different stakeholder groups to produce effective advertising.

Assessment Length

3-minutes

Submission notes

Students deliver a presentation in class. There is no requirement to submit any documentation.

Assignment submission Turnitin type

Not Applicable

General Assessment Information

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Lecture	Advertising on the "client side" 1: overcoming institutional challenges to implement creative ideas.
	Tutorial	Tutorial activities will focus on students practically applying the theory covered in lectures.
Week 2 : 3 June - 9 June	Lecture	Advertising on "the client side" 2: getting the best from agency relationships.
	Tutorial	Tutorial activities will focus on students practically applying the theory covered in lectures. Part of this tutorial will incude student group presentations (assessment 3) on advertising topics related to weeks 1 and 2.
Week 3 : 10 June - 16 June	Lecture	Advertising on the "agency side" 1: managing client relationships and projects as an account executive.
	Tutorial	Tutorial activities will focus on students practically applying the theory covered in lectures.
Week 4 : 17 June - 23 June	Lecture	Advertising on the "agency side" 2: managing agency relationships and projects as an account executive.
	Tutorial	Tutorial activities will focus on students practically applying the theory covered in lectures. Part of this tutorial will incude student group presentations (assessment 3) on advertising topics related to weeks 3 and 4.
Week 5 : 24 June - 30 June	Lecture	Advertising on the "agency side" 3: strategic planning and applying the voice of the consumer in advertising.
	Tutorial	Tutorial activities will focus on students practically applying the theory covered in lectures.
Week 6 : 1 July - 7 July	Reading	Reading week: no lectures or tutorials this week: A welcome break to catch up on your reading.
	Assessment	Assessment 1 (Agency Analysis) due 11pm Wednesday 3 July.
Week 7 : 8 July - 14 July	Lecture	Advertising on the "agency side" 5: Organising creative ideas into a commercial plan.
	Tutorial	Tutorial activities will focus on students practically applying the theory covered in lectures. Part of this tutorial will incude student group presentations (assessment 3) on advertising topics related to weeks 5 and 7.
Week 8 : 15 July - 21 July	Lecture	Advertising on the "agency side" 5: media planning and buying.
	Tutorial	Tutorial activities will focus on students practically applying the theory covered in lectures. Part of this tutorial will incude student group presentations (assessment 3) on advertising topics related to week 8.
Week 9 : 22 July - 28 July	Lecture	Advertising on the "agency side" 6: managing the creative process.
	Tutorial	Tutorial activities will focus on students practically applying the theory covered in lectures.
Week 10 : 29 July - 4 August	Lecture	Advertising on the "agency side" 7: living the creative process.
	Tutorial	Tutorial activities will focus on students practically applying the theory covered in lectures. Part of this tutorial will incude student group presentations (assessment 3) on advertising topics related to weeks 9 and 10.
	Assessment	Assessment 2 (Campaign Plan) due 11pm, Sunday 4 August.

Attendance Requirements

SAM attendance guidelines.

Students are expected to be regular and punctual in attendance at all classes for the School of the Arts & Media (SAM) courses in which they are enrolled. We expect **80% mininum attendance in tutorials.** If students have more than two unexplained absences they may be refused final assessment.

Students who do not meet attendance expectations 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.

If assessment tasks have been missed, the student should apply for Special Consideration, accompanied by appropriate documentation.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	James Wiggins		Room 105, Robert Webster Building			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 Plagarism

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

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