MDIA5024

Advertising Strategy

Semester Two // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
PAUL RYDER	p.ryder@unsw.edu.au	Thursdays 1600-1700 by prior email appointment	Webster 311S	

School Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: https://sam.arts.unsw.edu.au

The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the attendance protocols in the Faculty of Arts and Social Sciences: https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Academic Information

For essential student information relating to: requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential academic information,
see https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Course Details

Credit Points 6

Summary of the Course

This course offers an introduction to the strategies engaged by advertisers, and to the role that advertising plays in consumer culture. There is a focus on the nuanced theory and strategic thinking behind the messages we consume daily.

You will explore social, cultural, literary, and visual communication theories that may be engaged to understand and critique individual advertisements, and you will also learn how to analyse the sometimes very subtle strategies behind full-scale advertising campaigns.

At the conclusion of this course the student will be able to

1. Apply theory to critique advertising strategy in a range of commercial, consumer and social contexts
2. Understand the subtle strategic connections between form and content in the contexts of both individual advertisements and advertising campaigns
3. Appreciate and critique the strategic engagement of semiotic codes in a range of print advertisements, TeleVisual Commercials, and full campaigns
4. Understand, appreciate and evaluate an array of structural features engaged by advertising creatives

Teaching Strategies

The course is designed to introduce students to strategic approaches to advertising in rapidly changing media contexts. Lectures provide intellectual modelling and interactive rehearsal of concepts, of especial to the large cohort of international students. Tutorials will provide the basis for interactive, participatory, and reflective teaching approaches including real-time group work and presentations and case-study debatres. Conceptual frameworks and applied methods will be prioritised.

Assessment

Please see the MDIA 5024 Moodle site.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Semiotics and mythology in advertising	20%	17 August 2018	1,3
Structure/Morphology in advertising – presentation	30%	Weeks 6-8 inclusive	1,2,4
Critical review and re-engineering of a campaign	50%	26 October 2018	1,2,3,4

Assessment Details

Assessment 1: Semiotics and mythology in advertising

Start date: Not Applicable

Length: 1500 words

Details: 1,500 words.Written feedback will be provided via the Learning Management System.

Additional details:

This assessment tests your ability to identify and discuss the use of mythologies in print adveriements. See Moodle for details.

Submission notes: Via Turnitin

Turnitin setting: This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Assessment 2: Structure/Morphology in advertising – presentation

Start date:

Details: In pairs. Presentation of no more than 15 minutes. Students will receive written feedback via the Learning Management System.

Additional details:

This assessment requires students to individually identify structures and patterns in a TVC. See Moodle for details.

Submission notes: One member of the pair uploads the presentation to Moodle (24 hours in advance)

while the other member See Moodle for details.

Assessment 3: Critical review and re-engineering of a campaign

Start date:

Details: This major assessment has several components. 2,500 words in total. This is the final assessment task.Written feedback will be provided via the Learning Management System.

Additional details:

This group assessment requires students to critique a 'broken' campaign and to propose a solution. See Moodle for details.

Submission notes: This group assessment is submitted by one member of the group via a special portal.

Turnitin setting: This is not a Turnitin assignment

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

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, it will be stated on your course's Moodle site with alternative submission details.

Late Assessment Penalties

Students are responsible for the submission of assessment tasks by the required dates and times. Depending of the extent of delay in the submission of an assessment task past the due date and time, one of the following late penalties will apply unless special consideration or a blanket extension due to a technical outage is granted. For the purpose of late penalty calculation, a 'day' is deemed to be each 24-hour period (or part thereof) past the stipulated deadline for submission.

- **Work submitted less than 10 days after the stipulated deadline** is subject to a deduction of 5% of the total awardable mark from the mark that would have been achieved if not for the penalty for every day past the stipulated deadline for submission. That is, a student who submits an assignment with a stipulated deadline of 4:00pm on 13 May 2016 at 4:10pm on 14 May 2016 will incur a deduction of 10%.

Task with a non‐percentage mark

If the task is marked out of 25, then late submission will attract a penalty of a deduction of 1.25 from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The total possible mark for the essay is 25. The essay receives a mark of 17. The student's mark is therefore 17 – [25 (0.05 x 3)] = 13.25

Task with a percentage mark

If the task is marked out of 100%, then late submission will attract a penalty of a deduction of 5% from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The essay is marked out of 100%. The essay receives a mark of 68. The student's mark is therefore 68 – 15 = 53

- **Work submitted 10 to 19 days after the stipulated deadline** will be assessed and feedback provided but a mark of zero will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component (hurdle requirement), a student will be deemed to have met that requirement;
- **Work submitted 20 or more days after the stipulated deadline** will not be accepted for assessment and will receive no feedback, mark or grade. If the assessment task is a compulsory component of the course a student will receive an Unsatisfactory Fail (UF) grade as a result of unsatisfactory performance in an essential component of the course.

This information is also available at:

https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

* Prevent you from completing a course requirement,

* Keep you from attending an assessable activity,

* Stop you submitting assessable work for a course,

* Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including "When to Apply", "How to Apply" and "Supporting Documentation" please refer to the Special Consideration webstie: https://student.unsw.edu.au/special-consideration

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 also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information 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 before the due date, or for the purpose of them plagiarising at any time, 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.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (http://www.lc.unsw.edu.au/). Students are also reminded that careful time management is an important part of study and 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 also 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

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW. (http://subjectguides.library.unsw.edu.au/elise/aboutelise)

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 23 July - 29 July	Lecture	Introduction to strategy and anthropological structuralism
	Tutorial	Reflecting on strategy Discussion: Assessment 1 Thinking about mythologies
Week 2: 30 July - 5 August	Lecture	Mythologies
	Tutorial	Discussion Assessment 2 Assigning A2 presentation weeks Thinking about mythologies
Week 3: 6 August - 12 August	Lecture	Morpologies (i.e. strucures/patterns/form) in advertising
	Tutorial	Identifying story structures in advertising
Week 4: 13 August - 19 August	Lecture	Visual semiotics
	Tutorial	Unpacking ads at the visual level.
Week 5: 20 August - 26 August	Lecture	Textual and verbal semiotics
	Tutorial	Considering text and talk in advertisements Group selection for Assessment 3
Week 6: 27 August - 2 September	Lecture	Unpacking a TVC as a whole
	Presentation	Presentation Week 1 (Assessment 2)
Week 7: 3 September - 9 September	Lecture	Theories of power in advertsing
	Presentation	Presentation Week 2 (Assessment 2)
Week 8: 10 September - 16 September	Online Activity	Online lecture: Theories of consumer behaviour
	Presentation	Presentation Week 3 (Assessment 2)
Week 9: 17 September - 23 September	Online Activity	Online lecture: Research in advertsing
	Tutorial	Reserve week for A2 presentations (if required) and/or A3 Studio/Workshop
Break: 24 September - 30 September		
Week 10: 1 October - 7 October	Homework	POST GRAD READING WEEK. NO LECTURE. NO TUTORIAL
Week 11: 8 October - 14 October	Lecture	Derrida, differance, and advertising
	Studio	A3 Workshop by appointment
Week 12: 15 October -		

21 October	Lecture	Course overview (Final lecture for MDIA 5024)
	Studio	A3 Workshop by appointment
Week 13: 22 October - 28 October	Studio	Final studio (by appoinment) for A3.

Resources

Prescribed Resources

See Moodle

Recommended Resources

See Moodle

Course Evaluation and Development

See Moodle.

Image Credit

Bodies & Interfaces 2016

CRICOS

CRICOS Provider Code: 00098G