



**UNSW**  
SYDNEY

Australia's  
Global  
University



## **MDIA3009**

Brand Communications and Cultures

Term One // 2019

## Course Overview

### Staff Contact Details

#### Convenors

Name	Email	Availability	Location	Phone
Jing Zhao	<a href="mailto:jing.zhao@unsw.edu.au">jing.zhao@unsw.edu.au</a>	Wednesdays (13:30-14:30)	Robert Webster 231D	+61 2 9385 8066

#### Tutors

Name	Email	Availability	Location	Phone
Nidia Martinez	<a href="mailto:n.rayamartinez@unsw.edu.au">n.rayamartinez@unsw.edu.au</a>	Available on request. Please email in advance.		

### School Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: [sam@unsw.edu.au](mailto: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.

## **Course Details**

**Credit Points 6**

### **Summary of the Course**

Subject Area: Media

This course will explore relevant theories and practices of brand communications and cultures from an interdisciplinary perspective informed by media and communications, cultural studies, and business studies. You will develop a practical and critical understanding of the increasing importance of and approaches to brand building in social, cultural, political and economic contexts in contemporary societies. The course will also cover key themes and debates about the relationship between branding and consumer culture, intellectual property, the changing media environment, and the global economy.

### **Course Learning Outcomes**

1. Explain key concepts, issues and trends relevant to brand communications and cultures.
2. Conceptualise the significance of branding in various settings.
3. Critically evaluate how brands relate to their social, cultural and political contexts.
4. Apply theoretical knowledge as well as practical skills to brand communications and evaluate effectiveness of brand campaigns.

### **Teaching Strategies**

This course combines conceptual theories and practical examples to assist students to develop their understanding of the role of integrated communications in managing brands in the contemporary communication landscape. It reflects the position that experiential, collaborative, practice-based, and reflective learning will help them to develop tradeable knowledge and strategic thinking to advance their career in a rapidly changing communications environment.

## Assessment

Please see detailed assessment guidelines on Moodle.

### Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Report	30%	17/03/2019 11:59 PM	1,2,3
Tutorial Facilitation Group	20%	per arrangement in week1	1,2,3
Critical Analysis	50%	28/04/2019 11:59 PM	1,3,4

### Assessment Details

#### Assessment 1: Report

**Start date:**

**Details:** 800-1000 words, feedback via Turnitin.

**Additional details:**

Please see detailed assessment guidelines on Moodle.

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

#### Assessment 2: Tutorial Facilitation Group

**Start date:**

**Length:** 10 minutes per person

**Details:** 10 minutes per person, feedback via Turnitin.

**Additional details:**

Please see detailed assessment guidelines on Moodle.

**Submission notes:** Slides to be submitted via Turnitin

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

#### Assessment 3: Critical Analysis

**Start date:**

**Details:** 2000 words, feedback via Turnitin.

**Additional details:**

Please see detailed assessment guidelines on Moodle.

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

## **Resources**

### **Prescribed Resources**

Available on Moodle.

### **Recommended Resources**

Available on Moodle.

### **Course Evaluation and Development**

This course will undergo continual development, via feedback processes such as online surveys and collegial review. We will also collect informal feedback in the form of anonymous suggestions and comments throughout the course. We take your feedback seriously.

## **Submission of Assessment Tasks**

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

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

## 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>

## **Academic Information**

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- 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/>

## **Image Credit**

Austin 2018 Shiling Wu

## **CRICOS**

CRICOS Provider Code: 00098G