# MDIA5030

Brand Cultures

Semester Two // 2018

# Course Overview

## Staff Contact Details

### Convenors

| Name | Email | Availability | Location | Phone |
|------|-------|--------------|----------|-------|
| Nicholas Richardson | nicholas.richardson@unsw.edu.au | Please make appointment via email | Webster Rm 231 E | 02 9385 6355 |

## School Contact Information

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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 12

## Summary of the Course

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.

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

1. Demonstrate competence with contemporary brand management practices and strategies, and the ability to apply this knowledge in a range of professional settings.
2. Demonstrate a sound understanding of contemporary brand management concepts and philosophies, and the capacity to employ this knowledge productively in professional practice.
3. 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.
4. Demonstrate an ability for creative thinking and critical reflection.
5. Demonstrate a sound understanding of both local and global industry contexts in the fields of PR, advertising and communication.

## Teaching Strategies

Students will be provided with the scope to develop, hone and hone and consolidate disciplinary skills and knowledge gained in the fields of PR and advertising, specifically in relation to the practice of brand management.

This disciplinary knowledge will be positioned against the context of developments in the contemporary global and local media landscape.

The course will be taught via lectures and seminars.

As this is a 12 Unit of Credit course, required coursework will reflect this accordingly.

# Assessment

For detailed assessment information please refer to the course Moodle site.

***All assessments must be attempted in order to pass this course.***

## Assessment Tasks

| Assessment task | Weight | Due Date | Student Learning Outcomes Assessed |
|---|---|---|---|
| Weekly clinic presentations | 35% | Not Applicable | 1,2,3,4,5 |
| Essay | 40% | 05/10/2018 08:00 PM | 1,2,3,4,5 |
| Brand audit | 25% | 26/10/2018 08:00 PM | 1,2,3,4,5 |

## Assessment Details

**Assessment 1: Weekly clinic presentations**

**Start date:** Not Applicable

**Length:** 5 minutes

**Details:** Students will complete seven short presentations on weekly topics. The teams of 4 (assigned each week) will have time in class to prepare a presentation from lecture and reading material.  Each week your team's presentation will receive a mark out of 5. Your team for that week will receive the same mark but your mark will be recorded individually and your total (out of 35) will come from all the marks achieved by the different teams you work with through the 7 weeks.Students will receive oral feedback each week and indicative marks for each assignment weekly through the Learning Management System.

**Submission notes:**Refer to Moodle

**Turnitin setting:** This is not a Turnitin assignment

**Assessment 2: Essay**

**Start date:**

**Length:** 3,000 words

**Details:** 3,000 word essay. Students will receive written feedback and a numerical grade.

**Submission notes:**Refer to Moodle

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

**Assessment 3: Brand audit**

**Start date:**

**Length:** 1,000 words

**Details:** 1,000 words. This is the final assessment task.Students will receive written feedback and a numerical grade.

**Submission notes:**Refer to Moodle

**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](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.

## 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 | What is a brand? |
| Week 2: 30 July - 5 August | Lecture | The management of a brand |
| | Seminar | Introductions and course overview |
| Week 3: 6 August - 12 August | Seminar | Theory clinic practice run |
| | Lecture | Brand as culture |
| Week 4: 13 August - 19 August | Seminar | Theory clinic 1 |
| | Lecture | Brands in culture |
| Week 5: 20 August - 26 August | Seminar | Theory clinic 2 |
| | Lecture | The making of a brand |
| Week 6: 27 August - 2 September | Seminar | Theory clinic 3 |
| | Lecture | Maintaining a brand |
| Week 7: 3 September - 9 September | Seminar | Theory clinic 4 |
| | Lecture | Brands in transition or crisis |
| Week 8: 10 September - 16 September | Lecture | Mediatisation - the media as brands and brands in media |
| | Seminar | Theory clinic 5 |
| Week 9: 17 September - 23 September | Seminar | Theory clinic 6 |
| | Lecture | Everybody has a brand |
| Break: 24 September - 30 September | | No classes this week |
| Week 10: 1 October - 7 October | Lecture | From touchpoint to experiences |
| | Seminar | Practical clinic |
| Week 11: 8 October - 14 October | Lecture | From consumers to communities |
| | Seminar | Practical clinic |
| Week 12: 15 October - 21 October | Lecture | Brands in the future: Hold on tight or give it away? |
| | Seminar | Practical Clinic |
| Week 13: 22 October - 28 October | Seminar | Final Practical Clinic |

# Resources

## Prescribed Resources

The UNSW library website is at http://info.library.unsw.edu.au/

**Textbook details:**

There is no assigned textbook for this course – required weekly readings will be provided on Moodle

## Recommended Resources

Arvidsson, A. (2006).  *Brands: meaning and value in media culture*. Oxon: Routledge.

Berger, A., A. (2011). *Ads, fads, and consumer culture: advertising's impact on American character and society.* Lanham : Rowan & Littlefield.

Davis, A. (2013). *Promotional cultures: the rise and spread of advertising, public relations, marketing and branding.* Cambridge : Polity.

Fill, C. (2013). *Marketing communications: brands, experiences and participation*. Harlow : Pearson Education.

Holt, D. (2004). *How brands become icons: the principles of cultural branding*. Cambridge, Massachusetts: Harvard Business School Press

Klein, N. (2000) *No logo.* Flamingo.

Neumeier, (2007) *Zag: the number one strategy of high-performance brands.* Berkeley : New riders.

Schmitt, B., H., & Rogers, D., L. (2008). *Handbook on brand experience management.* Cheltenham : Edward Elgar.

Shove, E., Trentmann, F., A Wilk, R. (2009). *Time, consumption and everyday life: practice, materiality and culture*. Oxford : Berg.

Wernick, A. (1991). *Promotional culture: advertising, ideology and symbolic expression*. London : Sage.

Wharton, C. (2015).  *Advertising: critical approaches*. Oxon : Routledge.

*Additional material will also be made available on moodle.*

## Course Evaluation and Development

Informal feedback about the course is welcomed and encouraged throughout the semester by the course convener and tutors. Furthermore, students are encouraged to participate in a short survey in class mid semester as well as an online survey later in the semester. An email will be sent to all students advising when, where and how to provide feedback.

## Image Credit

Bodies & Interfaces 2016

## CRICOS

CRICOS Provider Code: 00098G