



UNSW
SYDNEY

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MDIA5024

Advertising Strategy

Term Two // 2020

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
PAUL RYDER	p.ryder@unsw.edu.au	Wednesdays 1400-1500 by prior email appointment	Webster 311S	

Tutors

Name	Email	Availability	Location	Phone
ADAM STAPLETON	a.stapleton@unsw.edu.au	TBA	Webster 311S	

School Contact Information

School of the Arts and Media

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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.

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.

Course Learning Outcomes

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

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

Assessment

Please see Moodle for details

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Test	30%	21/06/2020 07:00 PM	2,3
Theoretical Essay	40%	05/07/2020 11:00 PM	1,3,4
Campaign Strategy	30%	09/08/2019 11:00 PM	1,2,3,4

Assessment Details

Assessment 1: Test

Start date: 21/06/2020 07:00 PM

Details:

Individual assessment

Students will sit an online knowledge test focussing on content covered in lectures, tutorials, and readings over the initial phase of the course.

Feedback via LMS.

Additional details:

Se Moodle for more information.

Submission notes: This test will open at 1900 (7pm) on Sunday 21 June and will close at 1930 (7.30pm) the same evening. It will not re-open.

Assessment 2: Theoretical Essay

Start date:

Length: 1500 words

Details:

Students will critique a TVC of their own choosing. It will be expected that close contact will be made with the more substantive of the course readings.

Students will receive feedback via Turnitin.

Additional details:

Please see Moodle...

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

Assessment 3: Campaign Strategy

Start date:

Length: 3500-4000 words

Details:

Group critical reflection on, and re-engineering of, a broken campaign.

3500-4000 words.

Students will receive feedback via Turnitin.

Additional details:

Please see Moodle for details.

This is a group assessment submitted through a special Moodle Assessment link.

Submission notes: This is a group assessment submitted through a special Moodle Assessment link.

Turnitin setting: This is not a Turnitin assignment

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 1 June - 5 June	Lecture	Lecture 1: Structuralism, semiotics, and mythologies: the strategy behind advertising
	Tutorial	The magic system and preparation for Week 3 test
Week 2: 8 June - 12 June	Lecture	Semiotics and visual metaphor
	Tutorial	See Moodle for details Preparation for Week 3 test.
	Web	Synchronous chat Q&A on A1 test
Week 3: 15 June - 19 June	Lecture	Patterns in the visual text: structural semiotics
	Online Activity	See Moodle for details. Preparation for Sunday's test.
	Web	Synchronous chat Q&A re A1 online test
Week 4: 22 June - 26 June	Lecture	The TVC Part 1
	Tutorial	See Moodle for detail Preparation for major essay (due end Week 5)
	Web	Synchronous chat Q&A re A2 Major Essay
Week 5: 29 June - 3 July	Lecture	The TVC Part 2 Preparation for major essay due Sunday
	Seminar	See Moodle for detail. Preparation for major essay due Sunday
Week 6: 6 July - 10 July	Reading	READING WEEK. No lecture. No tutorial. No web. Your only task is to group yourselves for A3 via the online grouping tool that will be open this week.
Week 7: 13 July - 17 July	Lecture	Advertising campaigns: how they work Confirming A3 groupings
	Tutorial	See Moodle for tutorial content
Week 8: 20 July - 24 July	Studio	No lecture. No tutorial. Special online group project consults per Moodle. Same mode as MDIA 5028.
Week 9: 27 July - 31 July	Studio	No lecture. No tutorial. Special online group project

		consults per Moodle. Same mode as MDIA 5028.
Week 10: 3 August - 7 August	Studio	No lecture. No tutorials. This week is reserved for final consults.

Resources

Prescribed Resources

See Moodle

Recommended Resources

See Moodle

Course Evaluation and Development

See Moodle.

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, 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/>

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Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.