



**UNSW**  
SYDNEY

Australia's  
Global  
University



# **MDIA5030**

Brand Cultures

Term Three // 2019

## Course Overview

### Staff Contact Details

#### Convenors

Name	Email	Availability	Location	Phone
Nicholas Richardson	nicholas.richardson@unsw.edu.au	By appointment	Webster Rm 231E	9385 6355

### 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 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.

### **Course Learning Outcomes**

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

## Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Weekly clinic presentations	35%	Not Applicable	1,2,3,4,5
Essay	40%	Not Applicable	1,2,3,4,5
Brand audit	25%	Not Applicable	1,2,3,4,5

## Assessment Details

### Assessment 1: Weekly clinic presentations

**Start date:** Not Applicable

**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.

**Additional details:**

Please see detailed description and due dates in the assessment section on Moodle.

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

### Assessment 2: Essay

**Start date:** Not Applicable

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

**Additional details:**

Please see detailed description and due dates in the assessment section on Moodle.

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

### Assessment 3: Brand audit

**Start date:** Not Applicable

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

**Additional details:**

Please see detailed description and due dates in the assessment section on Moodle.

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

## Attendance Requirements

## Course Schedule

[View class timetable](#)

### Timetable

Date	Type	Content
Week 1: 16 September - 20 September	Lecture	What is a brand?
Week 2: 23 September - 27 September	Lecture	The management of brand
Week 3: 30 September - 4 October	Lecture	Brands as culture
Week 4: 7 October - 11 October	Lecture	Brands in culture
Week 5: 14 October - 18 October	Lecture	Making and maintaining a brand
Week 6: 21 October - 25 October	Reading	No lecture - reading week
Week 7: 28 October - 1 November	Lecture	Brands in crisis
Week 8: 4 November - 8 November	Lecture	Mediatization: The media as brands and brands in the media
Week 9: 11 November - 15 November	Lecture	From touch points to experiences
Week 10: 18 November - 22 November	Lecture	From consumers to communities

## **Resources**

### **Prescribed Resources**

See Moodle

### **Recommended Resources**

See Moodle

### **Course Evaluation and Development**

In addition to the quantitative MyExperience survey, course feedback will be collected through a short in class qualitative survey. Past recommendations have contributed to changes to class and assessment materials.

## **Submission of Assessment Tasks**

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### **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/>

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