



Faculty of Arts  
& Social Sciences

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**School of the Arts and Media**

**MDIA 5024**

**Advertising Strategy**

**Session 2, 2014**

## UNSW Course Outline

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### Lecture

Wednesday 18.00 – 19.00 New South Global Theatre

### Seminars

Wednesday 19.00 – 20.00 Quadrangle 1048  
Wednesday 19.00 – 20.00 Quadrangle G053  
Thursday 09.00 – 10.00 Quadrangle G026  
Thursday 10.00 – 11.00 Quadrangle G026  
Thursday 12.00 – 13.00 Quadrangle G026  
Thursday 18.30 – 19.00 Quadrangle G047

### Staff Contact Details

#### Course Convener

Name Nick Richardson  
Phone 02 9385 6355  
Email address [nicholas.richardson@unsw.edu.au](mailto:nicholas.richardson@unsw.edu.au)  
Contact time and availability Available for consultation by appointment  
Wednesday 16.30-17.30 Webster Rm231E  
Other appointment times may be arranged by email. Emails will generally be answered within 24hrs (weekends may take longer)

#### Tutor

Name Dr Paul Ryder  
Phone Please use email  
Email address [paul@ryderconsulting.com.au](mailto:paul@ryderconsulting.com.au)  
Contact time and availability Appointments to be arranged by email in advance. Emails will generally be

answered within 24hrs (weekends may take longer)

**Tutor**

|                               |  |
|-------------------------------|--|
| Name                          | Hugh Kronenberg  |
| Phone                         | Please use email   |
| Email address                 | <a href="mailto:hugh@bluedesk.com.au">hugh@bluedesk.com.au</a>   |
| Contact time and availability | Appointments to be arranged by email in advance. Emails will generally be answered within 24hrs (weekends may take longer) |

**School of the Arts and Media Contact Information**

SAM Office  
Room 312, level 3 Robert Webster Building  
Phone: 9385 4856  
Email: [sam@unsw.edu.au](mailto:sam@unsw.edu.au)

**Attendance Requirements**

- A student is expected to attend all class contact hours.
- A student who attends less than 80% of class contact hours without justification may be awarded a final grade of UF (Unsatisfactory Fail).
- A student who arrives more than 15 minutes late may be penalised for non-attendance.
- If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, they should seek permission from the Course Authority. The application 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 for up to one month. A student seeking approval to be absent for more than one month must apply in writing to the Dean.
- A student who has submitted the appropriate documentation but attends less than 66% of the classes/activities will be asked by the Course Authority to apply to discontinue the course without failure.
- **Attendance will be taken in both lectures and tutorials.** If you are more than 15 minutes late, you are deemed not to have attended. It is your responsibility to ensure your name has been marked off at each class.

**Essential Information for SAM Students**

For essential student information relating to: attendance requirements; 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 matters, see the SAM Policies and Guidelines webpage:

<https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

## Course details

### Credit Points:

6 units of credit

### Summary of the Course

This course has been designed as a comprehensive introduction to the advertising industry, agency practice and the role that advertising plays in consumer culture, with an in-depth analysis of the theory and strategic thinking behind the messages we consume daily.

You'll be exposed to social and cultural theories as well as gain valuable insight into client service, strategic planning and creative output in the agency context. You'll also learn how to deliver strategy for a wide range of communication challenges, understand how to create effective briefs and develop brand and consumer insights that can inform powerful campaigns.

### Aims of the Course

1. This course will help students to develop a critical understanding of creative advertising and how it works
2. This course will enable students to understand how to harness the power of advertising in relation to both consumer culture and contemporary social issues
3. Finally, the course will allow the student to explore the creative processes involved in advertising production – particularly, from the development of key insights through to creative execution

### Student learning outcomes

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

1. Apply theory to effectively critique creative advertising in a range of commercial, consumer and social contexts
2. Understand and apply theory and strategic practices in an advertising context
3. Identify a target audience and key insights through research
4. Effectively manage the development of key insights through the strategic process

### Graduate Attributes

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

1. Critically analyse advertising and creative campaigns and conduct critical debates about the role of advertising in society today
2. Identify and solve communications problems through advertising strategy and idea generation
3. Apply theoretical and applied knowledge towards advertising best practice
4. Create effective persuasive advertising strategies and creative briefs to achieve social outcomes and business results

## Rationale for the inclusion of content and teaching approach

The course is designed to introduce students to strategic approaches to advertising in rapidly changing media contexts. The course is also designed to link to the UNSW strategic priority of sustainability through an emphasis on advertising communication that supports social, cultural environmental sustainability.

## Teaching strategies

Lectures and tutorials will provide the basis for interactive, participatory and reflective teaching approaches. *Conceptual frameworks and applied methods will be prioritised.*

## Assessment

In order to pass this course, you must make a serious attempt at **ALL** assessment tasks. This is a SAM requirement.

There are 4 assignments for this course. Assignments 1,2&3 are individual assignments. Assignment 4 is a group assignment.

| Assessment task   | Length                                | Weight | Learning outcomes assessed   | Graduate attributes assessed  | Due date   |
|---|---------------------------------------|--------|------------------------------|-------------------------------|------------|
| 1) Strategic critique (individual)                      | 1,500 words                           | 25%    | Learning outcomes 1 and 2    | Graduate attributes 1 and 3   | 20 August  |
| 2) The power of advertising - presentation (Individual) | 6 minute presentation                 | 10%    | Learning outcomes 1, 2 and 4 | Graduate attributes 1 and 3   | Weeks 6-8  |
| 3) The power of advertising - paper (Individual)        | 2,200 words                           | 35%    | Learning outcomes 1,2 and 4  | Graduate attributes 1 and 3   | Weeks 6-8  |
| 4) Strategy and creative brief (group)                  | 2,500 words + 1-2 page creative brief | 30%    | Learning outcomes 2,3 and 4  | Graduate attributes 2,3 and 4 | 5 November |

## Assignment 1

### *Strategic Critique*

Using an advertisement of your choosing to illustrate your argument, research and write a paper on strategy as it might apply to advertising. You will be required to research scholarship on strategy. You will then write a paper critically analysing an advertisement of your choosing based on your research into the theory of strategy.

In this analysis you will be assessed on your ability to consider **all** of the following:

- Your understanding of strategic theory
- Your ability to critically analyse both the intent of, and concept/s behind, the advertisement
- Your ability to comment on the advertisement's execution
- The structure, balance and coherence of your argument
- Structure, grammar, spelling and your ability to communicate succinctly
- You must reference at least **5 academic sources** to substantiate your argument

Word count: 1,500 words

Due: August 20 BEFORE 6pm

Weight: 25%

Note: This is an individual assignment

### **Assignment 2 and 3**

#### *The power of advertising – presentation and paper*

This exercise will test your ability to understand the power of the advertising surrounding us. You'll be asked to analyse **TWO** ads. You'll be expected to discuss the means of persuasion, infer theories that explain the power of each, and assess their overall effectiveness. You'll also be marked on your presentation skills.

Your presentation, which will be on **ONE** of your advertisements, should take no longer than six minutes. Because the tutor will (shortly before you are due to present) choose the ad upon which you will present, you will, however, need to prepare **both**.

At the time of your presentation you'll need to hand to the tutor a written critique of **each** advertisement. For **each** ad, the word count should be approximately **1000**. You will also be required to hand in a printed copy of the ad (or provide a link to it on the internet if it is a TVC, ambient, or radio commercial etc). The date of your presentation will be decided in the first tutorial. Your presentation time will be allotted at the time of the relevant tutorial – and you should be prepared to be the first to present on the day.

You will be expected to give your full attention and respect to those presenting – and to be on time for your tutorial. Please respect others, and they will do the same for you.

Your presentation and critique will be assessed based on the following:

- The level of insight you've brought to your analysis
- How well you've deconstructed the concept/s behind the ads and analysed the ads' effectiveness
- How well you've drawn on relevant theory to substantiate your argument  
(for each advertisement you will be required to reference **at least four academic sources**)
- How well you've developed a critically balanced argument
- Structure, grammar, spelling and your ability to write succinctly
- Visual clarity, audibility, presence and persuasiveness

Length: 6 mins presentation **and** a paper of 2,000 words (approx. 1,000 words per advertisement)

Due: Weeks 6 - 8

Weight: Total 45% (presentation 10% - written paper 35%)

Note: This is an individual assignment

## Assignment 4

Teams of up to four (4) people will be formed. In your second tutorial you'll receive a client briefing. Using the theoretical and applied research and strategic skills you've learnt throughout the course, teams will be required to write a media and message strategy as well as a creative brief.

The strategy will culminate in a 'single-minded proposition' that addresses the key consumer/audience insight.

Teams must provide:

- A message and media strategy
- Research insights
- An audience profile (and what they are thinking!)
- Media rationale
- Message rationale
- Single-minded proposition
- Formal 1-2 page creative brief.

Your group will be assessed on your team's ability to:

- Dissect the client brief
- Design and implement a primary research program
- Develop strategic insights drawn from the research
- Follow strategic process in order to harness strategic thinking
- Craft a clear, concise, and appropriate single-minded proposition
- Provide well-substantiated rationales for media and messages chosen
- Leverage and apply theory to substantiate your strategy by referencing at least **8 academic sources**
- Craft a creative brief
- Communicate in an organised, logical, and professional fashion
- Provide a document that is well structured, edited, and professional in appearance

Note you will also be assessed on your participation and contribution to the process during seminars throughout the semester.

Word count: Written strategy totaling 2,500 words plus a 1-2 page creative brief

Due: November 5.

Weight: 30%

## Submission of Assessment Tasks

All students must submit both printed and electronic copies of their essays. Please submit a hard copy of your assignments to the assignment drop-off box outside SAM School office, Room 312, Level 3 Robert Webster building, with a cover sheet securely attached and your details clearly marked (available from the SAM School office) by 5 pm on the due date. Note that only hard copies will be marked.

UNSW makes use of the similarity detection tool Turnitin on the course Moodle site. For this course you are required to submit an electronic version of your first written assignment so it may be reviewed using this procedure.

You must submit written work in 12-point font, double spaced and paginated. Do keep an electronic and hard copy yourself.

If you have any **problems submitting** via Turnitin, send your Convener a word.doc version of your assignment **immediately**, together with an explanation of the problem you are encountering. You should then follow the protocol outlined at the following site:

<http://teaching.unsw.edu.au/moodle-students-help>

Advice about whom to contact is given when you log in to Moodle. Such advice includes the following:

If you have trouble logging in, or you cannot see your course once you log in, please contact the IT Service Centre for assistance. For enrolment and login issues contact: IT Service Centre  
Email: [itservicecentre@unsw.edu.au](mailto:itservicecentre@unsw.edu.au) Internal: x51333 External: (02) 9385-1333 International: +61 2 9385 1333

If you have difficulty using the Moodle environment or tools, please contact External TELT support. Moodle Mobile is now supported on this version of Moodle.

External TELT Support Email: [externalteltsupport@unsw.edu.au](mailto:externalteltsupport@unsw.edu.au)

Internal: 53331

External: (02) 9385 3331

International: +61 2 9385 3331

**Please do NOT send your Course Conveners a copy of your assignment unless you are unable to submit via Turnitin.** Once you have submitted you will receive a **receipt** to confirm that you have successfully submitted. **Keep this receipt as proof of the date and time that you lodged your assignment. If you do not receive such notification, you must ask your Convener, by email, to check whether your upload was successful.**

**Please be aware that when you submit a UNSW course assignment online, through a facility such as Turnitin etc., you are automatically acknowledging that you have understood and abided by the University requirements in respect of student academic misconduct outlined in the Student Code Policy and Student Misconduct Procedures, both of which are available at: <https://my.unsw.edu.au/student/academiclife/assessment/StudentMisconduct.html>**



## Electronic submission

Please be aware that when you submit a UNSW course assignment online, through a facility such as Turnitin etc., you are automatically acknowledging that you have understood and abided by the University requirements in respect of student academic misconduct outlined in the Student Code Policy and Student Misconduct Procedures, both of which are available at: (<https://my.unsw.edu.au/student/academiclife/assessment/StudentMisconduct.html>).

You are also declaring that the assessment item is your own work, except where acknowledged, and has not been submitted for academic credit previously in whole or in part. In addition, you are declaring that the assessor of this item may, for assessment purposes:

- provide a copy to another staff member of the University
- communicate a copy of this assessment item to a plagiarism checking service (such as Turnitin) which may then retain a copy of the assessment item on its database for the purpose of future plagiarism checking.

## Late Submission Policy

PLEASE NOTE THAT THESE RULES APPLY FOR ALL COURSES IN SAM.

If your assignment is submitted after the due date, a penalty of 3% per day (including Saturday, Sunday and public holidays) will be imposed for up to 2 weeks. For example, if you are given a mark of 72 out of 100 for an essay, and your essay were handed in two days late, it would attract a penalty of 6% and the mark would be reduced to 66%. If the same essay were handed in seven days late (i.e. a penalty of 21%) it would receive a mark of 51%. If your assignment is not submitted within 2 weeks of its due date, it will receive a mark of 0. For more information on submission of late work, consult the FASS assessment protocols at <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>.

## Extension Procedure

- A student seeking an extension should submit a SAM extension application form to the Course Authority before the due date. The form can be downloaded here: <https://sam.arts.unsw.edu.au/students/resources/forms/>
- The Course Convenor should respond to the request within two working days.
- The Course Convenor can only approve an extension of up to five days. A student requesting an extension of more than five days should complete an application for Special Consideration.
- If a student is granted an extension, failure to comply will result in a penalty. The penalty will be invoked one minute past the approved extension time.
- A student who missed an assessed activity held within class contact hours should apply for Special Consideration via myUNSW.
- This procedure does not apply to assessment tasks that take place during regular class hours or any task specifically identified by the Course Authority as not subject to extension requests.
- For more information, see the FASS extension protocols on the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

## Special Consideration

In the case of more serious or ongoing illness or misadventure, you will need to apply for Special Consideration. For information on Special Consideration please go to this URL:

<https://my.unsw.edu.au/student/atoz/SpecialConsideration.html>

Students who are prevented from attending a substantial amount of the course may be advised to apply to withdraw without penalty. This will only be approved in the most extreme and properly documented cases.

## 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 information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.
- **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.
- **Duplication:** 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.

Further details about what plagiarism is can be found on the Learning Centre's Website (<http://www.lc.unsw.edu.au/plagiarism>) and in the myUNSW student A-Z: Guide: <https://my.unsw.edu.au/student/atoz/Plagiarism.html>.

The UNSW plagiarism policy and procedure are outlined in these documents:

<http://www.gs.unsw.edu.au/policy/documents/plagiarismpolicy.pdf>

<http://www.gs.unsw.edu.au/policy/documents/plagiarismprocedure.pdf>

The UNSW Student Misconduct policy and procedures can be found here:

<https://my.unsw.edu.au/student/academiclife/assessment/StudentMisconduct.html>.

The Learning Centre also provides substantial education written materials, workshops, and tutorials to aid students, for example:

- 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.

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.

### Course schedule

| Topic                                    | Date        | Location                 | Lecture Content  | Tutorial/Lab Content   | Suggested Readings             |
|--|-------------|--------------------------|--|--|--------------------------------|
| 1) Introduction                          | 30 July     | New South Global Theatre | - Introductions<br>- 'good' ads<br>- Advertising mythologies<br>- Overview of the industry<br>- clients and agencies           | No tutorial  | See Moodle for week 1 readings |
| 2) Theorising strategy                   | 6 August    | New South Global Theatre | - Strategic theory applied to advertising contexts   | - Introductions<br>- Assignment 2/3<br>- Reflecting on strategy                  | See Moodle for week 2 readings |
| 3) The power of advertising              | 13 August   | New South Global Theatre | - How and why advertising works<br>-   | - Advertising analysis   | See Moodle for week 3 readings |
| 4) Consumer behavior and decision making | 20 August   | New South Global Theatre | - Targeting audiences<br>-Theories on Consumer behaviour   | - The client brief<br>- Forming teams for major project<br><br>#Assignment 1 due | See Moodle for week 4 readings |
| 5) Selling and branding                  | 27 August   | New South Global Theatre | - Understanding the broad spectrum of advertisements<br>- Advising, selling or branding  | - Audiences and perceptions  | See Moodle for week 5 readings |
| 6) The new media order                   | 3 September | New South Global Theatre | - Why it is an integral part of the process<br>- From media selection to integration<br>Adapting to a changing media landscape | #Assignment 2/3 presentations  | See Moodle for week 6 readings |

|  |              |                          |  |   |                                 |
|--|--------------|--------------------------|--|---|---------------------------------|
| 7) Responsibilities and contexts                   | 10 September | New South Global Theatre | - Raising public awareness<br>- Social and ethical responsibilities  | #Assignment 2/3 presentations   | See Moodle for week 7 readings  |
| 8) Research and developing insights                | 17 September | New South Global Theatre | - The importance of research<br>- Research techniques<br>- Understanding insights<br>- Uncovering great ideas    | #Assignment 2/3 presentations   | See Moodle for week 8 readings  |
| 9) Formulating an advertising strategy             | 24 September | New South Global Theatre | - The strategic process<br>- The single minded proposition<br>- Bringing insights to life                        | - Developing a research plan<br>- Analysing research insights<br><br>- Project review   | See Moodle for week 9 readings  |
| <b>Mid Semester Break</b>                          |              |                          |  |   |                                 |
| 10) No lecture or tutorials<br><b>Reading week</b> | 8 October    |                          |  | Tutors will be available for consultation on projects – arrange time in advance         | See Moodle for week 10 readings |
| 11) Writing a strategy                             | 15 October   | New South Global Theatre | - The purpose and parts of a strategy document<br>- Substantiating your direction<br>- Developing rationales     | - Strategy in practice<br>- The single minded proposition revisited<br>- Project review | See Moodle for week 11 readings |
| 12) Bridging audience, client and creative         | 22 October   | New South Global Theatre | - The planner's perspective on the creative process<br>- Writing a creative brief<br>- Summaries and conclusions | - The creative brief<br>- Project review  | See Moodle for week 13 readings |
| 13) Tutorials only                                 | 29 October   |                          |  | - Draft strategy review   |                                 |
| 14) No class                                       | 5 November   |                          |  | Assignment 4 – written project strategy due<br>Webster reception                        |                                 |

## Expected Resources for students

The UNSW library website is found at <http://www.library.unsw.edu.au/> or <http://info.library.unsw.edu.au/web/services/services.html>

The course is supported by a UNSW Moodle website, which you can access at: <https://moodle.telt.unsw.edu.au>.

| Textbook   | Additional readings  | Recommended websites  |
|--|--|---|
| There is no textbook for this class;<br><b>compulsory weekly readings</b> will be posted to Moodle | <ul style="list-style-type: none"><li>- Barry (2012) <i>The Advertising concept book</i>.</li><li>- Belch &amp; Belch (2011) <i>Advertising and promotion</i>.</li><li>- Belch, Belch, Kerr &amp; Powell (2012) <i>Advertising: an integrated marketing communications perspective</i></li><li>- Drewniansy &amp; Jewler (2010) <i>Creative strategy in advertising</i>.</li><li>- Fill (2009) <i>Marketing communications</i>.</li><li>- Landa (2010) <i>Advertising by design</i>.</li><li>- Morrison, Haley, Sheehan &amp; Taylor (2012) <i>Using qualitative research in advertising</i></li><li>- Sutherland (2008) <i>Advertising and the mind of the consumer</i></li><li>- Taylor (2013) <i>Strategic thinking for advertising creatives</i></li><li>- Van Dyck (2014) <i>Advertising transformed</i></li><li>- Young (2010) <i>Brand Media Strategy</i></li></ul> | <ul style="list-style-type: none"><li><a href="http://www.adnews.com.au">www.adnews.com.au</a></li><li><a href="http://www.bandt.com.au">www.bandt.com.au</a></li><li><a href="http://www.bestadsontv.com">www.bestadsontv.com</a></li><li><a href="http://www.campaignbrief.com">www.campaignbrief.com</a></li><li><a href="http://theinspirationroom.com/daily">http://theinspirationroom.com/daily</a></li><li><a href="http://aso.gov.au/">http://aso.gov.au/</a></li></ul> |

## Course evaluation and development

Informal feedback about the course is welcomed and encouraged throughout the semester by the course convenor and tutors. Furthermore, students are encouraged to participate in online feedback surveys later in the semester. An email will be sent to all students advising when, where and how to provide feedback.

Please take the time to provide feedback. In recent years the course has been changed as a result of student input. For example, the project aspect of the assignment was divided between a group and individual assignment because students felt that their overall marks were too greatly affected by the performance of the team when in the past the group component was more heavily weighted.