



School of the Arts and Media

Faculty of Arts and Social Sciences

MDIA5030

Brand Cultures

Session 2, 2016

Course Outline

Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Lecturer	Nicholas Richardson	nicholas.richardson@unsw.edu.au	Please make appointment via email	Webster Rm 231 E	02 93856355

Contact Information

Room 312, level 3 Robert Webster Building

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Website: <https://sam.arts.unsw.edu.au>

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 SAM attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Essential Information

All SAM students must make a serious attempt at all assessments in order to pass the course.

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 12

Summary of the Course

Brand management is about effectively establishing, shaping and maintaining sets of relations between a brand, its products and services, and customers. Brand management has become even more important in our current era, shaped by significant changes in the media landscape and driven by what can be termed as an information economy.

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	Length	Due Date	Submission
Weekly clinic presentations	35%	5 minutes	Week 9	null
Essay	40%	3,000 words	September 30	null
Brand audit	25%	1,000 words	28 October	null

Assessment Details

Assessment 1: Weekly clinic presentations

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.

Turnitin setting: This is not a Turnitin assignment

Learning outcomes:

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

Assessment 2: Essay

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

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

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

Assessment 3: Brand audit

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

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

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

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. 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 in SAM there will no longer be any hard-copy submission; assessments 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

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

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 website: <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 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.

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. 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

Timetable

Date	Type	Content
Week 1: 25 - 29 July	Lecture	What is a brand?
	Seminar	Introductions and course overview
Week 2: 1 - 5 August	Lecture	The management of a brand
	Seminar	Theory clinic practice run
Week 3: 8 - 12 August	Lecture	Brand as culture
	Seminar	Theory clinic 1
Week 4: 15 - 19 August	Lecture	Brands in culture
	Seminar	Theory clinic 2
Week 5: 22 - 26 August	Lecture	Mediatisation - the media as brands and brands in media
	Seminar	Theory clinic 3
Week 6: 29 August - 2 September	Lecture	The making of a brand
	Seminar	Theory clinic 4
Week 7: 5 - 9 September	Lecture	Maintaining a brand
	Seminar	Theory clinic 5
Week 8: 12 - 16 September	Lecture	Brands in transition or crisis
	Seminar	Theory clinic 6
Week 9: 19 - 23 September	Lecture	Everybody has a brand
	Seminar	Theory clinic 7 (final)
Week 10: 4 - 7 October	Reading week	
Week 11: 10 - 14 October	Lecture	From touchpoint to experiences
	Seminar	Practical clinic
Week 12: 17 - 21 October	Lecture	From consumers to communities
	Seminar	Practical clinic
Week 13: 24 - 28 October	Lecture	Brands in the future - hold on tight or give it away
	Seminar	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.