



COURSE OUTLINE

CMN224 Advertising Campaigns

Course Coordinator: Harry Dugmore (hdugmore@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 2

USC Sunshine Coast

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course focuses on persuasive technique and creative strategy found in advertising practice. Advertising Campaigns takes the form of a supervised practice in which students, through teamwork and a reflective analysis, integrate their understanding of theory and practice and its implementation into real world projects. The course will refine and enhance your understanding of the advertising process and demonstrate how to produce a complete advertising campaign. This involves client contact, extensive group work and formal presentations.

1.2. How will this course be delivered?

| ACTIVITY | HOURS | BEGINNING WEEK | FREQUENCY |
|--|-------|----------------|-----------|
| ON CAMPUS | | | |
| Laboratory 1 – In-class laboratory | 2hrs | Week 2 | 12 times |
| Lecture – 1 hour online lecture content for 12 weeks (or equivalent). | 1hr | Week 1 | 12 times |
| ONLINE 1 | | | |
| Laboratory 1 – Interactive zoom laboratory | 2hrs | Week 2 | 12 times |
| Lecture – 1 hour online content for 12 weeks (or equivalent). | 1hr | Week 1 | 12 times |

1.3. Course Topics

Team dynamics, brainstorming as creative practice

Integrated Marketing Communication (IMC) and advertising campaigns

Market segmentation and media buying (including key budgeting concepts in IMC)

Copywriting and image wrangling craft skills (Working with copy and image)

The Australian Media and marketing environment

'Bid book' preparation

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

| COURSE LEARNING OUTCOMES | GRADUATE QUALITIES |
|--|--|
| On successful completion of this course, you should be able to... | Completing these tasks successfully will contribute to you becoming... |
| 1 Understand the structure and role of advertising. | Creative and critical thinker |
| 2 Comprehend the production process in advertising. | Knowledgeable |
| 3 Debate the ethical and social context of advertising. | Ethical |
| 4 Undertake the analysis of persuasive techniques in different media. | Knowledgeable |
| 5 Communicate effectively in advertising industry formats, including groups. | Empowered |
| 6 Participate in the production of creative ideas and strategy. | Engaged |

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

It is expected that students will have knowledge of the advertising industry and processes detailed in the first year Creative Advertising courses.

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Early assessment of a team assignment and feedback will be provided in week 4 of the semester in the workshop. Students will be provided the opportunity to get their drafts reviewed, to ensure they understand the task and are addressing the criteria of the assessment.

6.3. Assessment tasks

| DELIVERY MODE | TASK NO. | ASSESSMENT PRODUCT | INDIVIDUAL OR GROUP | WEIGHTING % | WHAT IS THE DURATION / LENGTH? | WHEN SHOULD I SUBMIT? | WHERE SHOULD I SUBMIT IT? |
|---------------|----------|--|---------------------|-------------|--------------------------------|-----------------------|------------------------------|
| All | 1 | Artefact - Creative, and Written Piece | Group | 20% | As required | Week 5 | Online Assignment Submission |
| All | 2 | Artefact - Creative, and Written Piece | Group | 50% | As required | Week 10 | Online Assignment Submission |
| All | 3 | Written Piece | Individual | 30% | 1000 word limit | Week 13 | Online Assignment Submission |

All - Assessment Task 1: Advertising campaign - creative brief

| | | | |
|------------------|---|---|----------------------------------|
| GOAL: | As a student agency team, you will bring individual and collective skills and knowledge to bear in the creation of an integrated, cost effective, creative advertising campaign for a real client organisation. In the first part of this task, following a face-to-face meeting with your assigned client, your team will work collaboratively to produce a professional creative brief. | | |
| PRODUCT: | Artefact - Creative, and Written Piece | | |
| FORMAT: | Professional/Industry format. As a team, you will develop a full creative brief that will provide the platform for the development of creative ideas and executions for your Advertising Campaign for Assignment 2. Student agency teams will be given time during tutorial workshops to work on their project and will receive guidance from their tutor. A creative brief template will be provided for this task as a guide. Further instructions and grading information will be posted on Blackboard. Peer assessment elements will be included in this assignment | | |
| CRITERIA: | No. | | Learning Outcome assessed |
| | 1 | Show thoroughness of client, audience and product research and analysis | 2 4 |
| | 2 | Demonstrate quality and relevance of creative brief elements | 1 2 5 |
| | 3 | Show ability to work collaboratively as a team | 2 5 |
| | 4 | Application of professional conventions to written communication | 2 5 |

All - Assessment Task 2: Advertising campaign proposal

| | |
|-----------------|--|
| GOAL: | As a student agency team, you will bring individual and collective skills and knowledge to bear in the creation of an integrated, cost effective, creative advertising campaign for a real client organisation. In the second part of this task, you will present your team's recommendations to the client in an industry-professional environment and to an industry-professional standard. |
| PRODUCT: | Artefact - Creative, and Written Piece |
| FORMAT: | Professional/Industry format.Plans Book:Client recommendations will be presented as a professionally prepared and bound Plans Book. Two copies of the book will be prepared - one for the client and the other to be submitted to your tutor. A suggested template for the format of the Plans Book will be provided. Client Campaign Presentation: Final recommendations will be delivered by the team in a face-to-face presentation to their client. Further instructions and grading information will be posted on Blackboard. Peer assessment elements will be included in this assignment. |

| CRITERIA: | No. | Learning Outcome assessed |
|-----------|-----|--|
| | 1 | Demonstrate clarity, quality and persuasiveness in proposal 2 3 4 5 |
| | 2 | Application of research to communication strategy, creative ideas and communication channels 2 4 6 |
| | 3 | Show breadth, creativity and originality in recommendations 4 5 6 |
| | 4 | Show ability to work collaboratively as a team 5 6 |
| | 5 | Application of professional conventions to written and oral communication 5 |

All - Assessment Task 3: Advertising Campaign Project

| GOAL: | All students are accountable for their own contributions to the Advertising Campaign. Each week, agency team members meet to discuss, review and plan campaign development activities, which allows for a fair distribution of work responsibilities. Peer Evaluations and the Individual Report provide a record of individual participation. | | | | | | | | | | |
|------------------|--|-----|---------------------------|---|---|---|--|---|--|---|--|
| PRODUCT: | Written Piece | | | | | | | | | | |
| FORMAT: | Professional/Industry format. On a weekly basis, each team member is expected to record their own responsibilities and activities that contribute to the Advertising Campaign project. Each student will prepare an individual report, based on a supplied template that will include contributions to the campaign proposal, reflections on performance and learning, and analytical and critical responses to material and exercises presented in the course. Students will also be given the opportunity to evaluate fellow team members' performance and input. Further instructions and grading information will be posted on Blackboard. | | | | | | | | | | |
| CRITERIA: | <table border="1"> <thead> <tr> <th>No.</th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Demonstrate reported responsibilities, activities and contributions 1 2 3 4 5 6</td> </tr> <tr> <td>2</td> <td>Show ability to work collaboratively as a team 5 6</td> </tr> <tr> <td>3</td> <td>Review team member performance and input 3 5</td> </tr> <tr> <td>4</td> <td>Application of professional conventions to written communication 5</td> </tr> </tbody> </table> | No. | Learning Outcome assessed | 1 | Demonstrate reported responsibilities, activities and contributions 1 2 3 4 5 6 | 2 | Show ability to work collaboratively as a team 5 6 | 3 | Review team member performance and input 3 5 | 4 | Application of professional conventions to written communication 5 |
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| 4 | Application of professional conventions to written communication 5 | | | | | | | | | | |

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Nil

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au