



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing Te Mātauranga Tokoka

SEMESTER TWO 2023

MART333 Creative Marketing Communication

Paper Description and Aims

The course focuses on creativity in the context of marketing communication including mobile and multi-media contexts, and the design of creative marketing content. The paper is a project-driven paper for students interested in creative marketing strategies, and content production with a particular focus on filmmaking. As an increasingly important aspect of creative marketing, videography plays an important role in strategic marketing. In addition, user-generated content now provides a major medium of communication for social and brand-related information. The paper has a special focus on how to use creative marketing for *good* to foster sustainable development, environmental conservation and social change. Understanding how to create marketing content and how to use it in a variety of contexts will provide students with contemporary skills that are increasingly sought after by business, academic and social agencies.

Semester Two

0.15 EFTS

18 points

Prerequisites: 54 200 Level Points

Teaching Staff

Paper Coordinator/Lecturer

Name: Dr. Wiebke Finkler
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Paper Administrator

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Tutor

Name: Luis Rodriguez
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Office Hours: Please refer to Blackboard

You should contact Cathie Child with any administrative enquiries about the paper, e.g. tutorial changes, or requests for late submission of assignments.

Expectations for Staff Response Time to Email Enquiries – 9am to 5pm, Monday to Friday, email response will generally be within 48 hours. Please be aware that staff are not available to respond to emails between 5pm Friday and 9am Monday.

Paper Delivery

Lecture Day/Time: Monday **12:00 – 12:50**

Labs Day/Time: Tuesdays; Refer to your eVision timetable

Paper Requirements

Lab attendance is compulsory and is a **term requirement** to pass MART333. Labs are interactive workshops. Failure to attend and actively participate in ALL labs will result in a fail for this paper.

Every week students must attend one 50 minute lecture and one 110 minute workshop in the lab. The paper is taught in hybrid mode, consisting of a mix of live lectures, pre-recorded lecture modules, and face-to-face on-campus workshop labs.

Lectures present the key conceptual material and are presented in a hybrid format consisting of both on-campus live lectures and pre-recorded online modules. Lectures are supported by additional content provided such as readings and other multimedia content. Due to the industry and applied elements taught in the paper we cannot guarantee that lectures can be recorded, so lecture attendance is required at all live lectures.

Workshop/ seminar style labs are interactive, collaborative in-person sessions in which students attempt to cement concepts presented at lectures with their peers in a supportive environment. These workshop style labs start in the **SECOND** week of the semester and are taught face-to-face. You will be allocated to a workshop stream and this will be available in eVision. You cannot change your allocated stream without course administrator approval and attendance is compulsory. These sessions are the practical part of the course, where you will develop software and conceptual skills that are sought after by employers of marketers, and are also useful for entrepreneurs running a small business. Note that the Labs will require students to produce a digital portfolio throughout the course. Here, students are expected to use the online lab material to prepare independently for the weekly on-campus labs. On-campus labs provide an opportunity for students to clarify content covered in the online lab content. The

majority of the assignments will be working in groups. As such late entries for the course beyond the departmental due dates will not be accepted.

As noted in the schedule, each lecture is organised around a weekly theme, in the contexts of creative marketing communication projects. Lectures provide both theoretical frameworks as well as practical briefings. The on-campus workshop labs serve as practical hands-on sessions in which students can practice concepts presented at lectures in a supportive and interactive environment. Labs will teach practical content production skills focused on advertisements and video production techniques (storyboarding, camera techniques, video editing and sound production).

Calendar The calendar (in this outline) details scheduling information. Note that this calendar may change as the paper proceeds. Any changes will be announced at lectures and be detailed on Blackboard.

Students are expected to prepare for and attend all classes to gain full benefit from the course.

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

Expectations and Workload

MART333 is an 18 point paper. As a general guide, 1 point represents study in formal instruction or independent study for 10 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result you should anticipate spending approximately 180 hours on this subject over the duration of the semester.

Every week will have different requirements, but students who aim to be successful in the paper would have to accommodate the following indicative workload in their weekly schedule:

- Creative content production 5 hours
- Collaboration (labs and in teams) 3 hours
- Miscellaneous: reading, preparation etc. 2 hours

You are expected to do work outside the scheduled contact hours including reading and working on creative content for your digital portfolio. You should take personal responsibility to ensure you complete all necessary preparation and the required assignments. This includes making a commitment and being an active group member and reviewer. You are expected to submit your creative work and reviews regularly and on time. You can expect staff involved in this paper to provide a supportive learning environment, appropriate resources, useful (and timely) feedback, and to be responsive to questions.

Course Learning Resources

Students will be required to provide their own digital cameras for filming purposes. As a minimum requirement, students need to provide a device such as a cell phone, a digital camera or a tablet that is capable of capturing HD 1080p video. Most modern mobile devices (i.e. cell phones, tablets, digital cameras) are capable of capturing media to these minimum requirements. Students will need to provide their own external hard drive for storing their creative portfolio and assignments, including video footage and for project editing purposes working with iMovie. As a minimum requirement, students will need a 500 GB external hard drive, Macintosh formatted, and used solely for MART333. Further specifications will be advised during the first week of teaching.

Calendar

Week	Week Commencing*	Topic	Lab
1	10 July	Lecture 1: Course Outline & Introduction to Creative Marketing. Creative Projects. Creative Writing & Storytelling (Assessment 1)	<i>No Lab</i>
2	17 July	Lecture 2: Visual Storytelling and Photography 101 (Assessment 1)	<i>Lab 1</i>
3	24 July	Lecture 3: Foundational research methods & strategic marketing. Developing your creative concept and campaign. Pitching your creative idea. (Assessment 2) <i>Assessment One due Thursday 27th Jul</i>	<i>Lab 2</i>
4	31 July	Lecture 4: Industry Guest Speaker Maddie Long, Future Talent Manager at the Comms Council New Zealand	<i>Lab 3</i>
5	7 August	Lecture 5: Client Meeting (Assessments 2-4)	<i>Lab 4</i>
6	14 August	Lecture 6: Designing posters. Text & Graphics 101. Copywriting. Storyboarding (Assessment 3 & Assessment 4)	<i>Lab 5</i>
7	21 August	Lecture 7: Foundational Camera techniques. Introduction to video editing (Assessment 3 & Assessment 4) <i>Assessment Two due in Lab 6 on 22nd of August</i>	<i>Lab 6</i>
28 August to 1 September - Mid Semester Break			
8	4 September	Lecture 8: Audio & sound for creative marketing (Assessment 3)	<i>Lab 7</i>
9	11 September	Lecture 9: Advanced video production: working with gimbals and lighting. Filming interviews (Assessment 4) <i>Assessment Three due Thursday 7th of Sep</i>	<i>Lab 8</i>
10	18 September	Lecture 10: Advanced video editing (Assessment 4) <i>Assessment Four #1 due in Lab 9 on 19th Sep</i>	<i>Lab 9</i>
11	25 September	Lecture 11: Industry Guest Lecture <i>Assessment Four #2 due in Lab 10 on 26th Sep</i>	<i>Lab 10</i>
12	2 October	Lecture 12: Getting your creative content ready for publication. Assessment 3 Feedback (Assessment 4) <i>Assessment Four #3 due in Lab 11 on 3rd Oct</i> <i>Assessment Four #4 Video Commercial due 5pm 6th Oct</i>	<i>Lab 11</i>
13	9 October	Lecture 13: Video Commercial Premiere & Course Wrap <i>Assessment Four #4 Evaluation due Thu 12th Oct</i>	<i>No Lab</i>

* First week of Semester 2 is ACADEMIC WEEK 28
Lectures end Friday 13 Oct
University Exam Period Second Semester Begins Wednesday 18 October
Ends Wednesday Saturday 11 November

Assessment

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

Assessment	Due date	% of final grade
Individual Assessment One: Storytelling. Write short story, take 3 photos to visualize, write visual/narrative analysis. Evaluate and refine.	5pm Thursday 27 th of July	20%
Group Assessment Two: Creative Brief and pitch. Based on your foundational research insights develop a creative brief for your client. Pitch your creative brief, idea and strategy in a 5-10 min slide presentation.	During lab 22 nd of August	20%
Group Assessment Three: Produce a (1) poster advert, and (2) Vlog Pitch. Evaluate and refine both poster ad and vlog pitch.	5pm Thursday 7 th of September	20%
Group Assessment Four: Produce strategic video commercial (30-60sec). Evaluate and refine.	<p>Assessment elements: class contribution, client input and creative skills.</p> <p><u>#1 Video Storyboard and Script Presentation</u> during Lab 9 on 19th Sep in allocated lab stream 5%</p> <p><u># 2 Rough Cut Presentation</u> during Lab 10 on 26th Sep in allocated lab stream 5%</p> <p><u>#3 Fine-cut Presentation</u> during Lab 11 on 3rd Oct in allocated lab stream. Making-off Footage due in lab 11 5%</p> <p><u>#4 Premiere video, screening and evaluation/refinement</u></p> <ul style="list-style-type: none"> • Video Commercial due 5pm 6th Oct • Premiere Monday 9th Oct 12-1pm • Evaluation & refinement report due 5pm Thu 12th Oct <p>25%</p>	<p>40% split:</p> <p>5%</p> <p>5%</p> <p>5%</p> <p>25%</p>
TOTAL		100%

Referencing Style

For this paper the referencing style is (e.g. *Harvard, Chicago, APA, etc*). Style guides are available on the University Library website:

<https://www.otago.ac.nz/library/referencing/index.html>

Late Assignments

The standard late penalty shall be 5% of the maximum mark per day late or part thereof.

For example, assignments received up to 24 hours after the deadline will have 5% deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 73%). Assignments received between 24 - 48 hours after the deadline will have 10% marks deducted from the available grade (i.e 78% becomes 68%). An additional 5% penalty will be applied for every day late. Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, will not be marked.

All penalty timeframes are inclusive of weekends, public holidays and university semester breaks and closure times.

Group Work

If you group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the paper information tab on Blackboard.

Learning Outcomes

Learning Outcome	Assessment One	Assessment Two	Assessment Three	Assessment Four	Total
Tell visual stories for creative marketing & advertising.	X		X	X	
Produce a flow of ideas for marketing interventions that change behaviour.		X	X	X	
Productively apply academic theory to advertising planning and creativity.		X	X	X	
Apply creative marketing for social and environmental benefits.		X	X	X	
Have produced a portfolio of creative marketing interventions.			X	X	
Total	20	20	20	40	100

Academic Integrity

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised collaboration, submitting work written by someone else (including from a file sharing website, text generation software, or purchased work) taking unauthorised material into a test or exam, impersonation, and assisting someone else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit the University's Academic Integrity website at www.otago.ac.nz/study/academicintegrity, or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper co-ordinator.

For further information:

Academic Integrity Policy

<http://www.otago.ac.nz/administration/policies/otago116838.html>

Student Academic Misconduct Procedures

<http://www.otago.ac.nz/administration/policies/otago116850.html>

Turnitin on Blackboard

Turnitin is a text-matching software tool which reports matches between sections of student work submitted to it, and other material to which Turnitin has access (i.e. material available via the internet, and content of other student assignments which have previously been submitted to Turnitin). Turnitin is also often referred to as a plagiarism detection tool. All assignments submitted electronically through Blackboard are uploaded via Turnitin, and the report is available to the marker. You may be able to check your draft assignment via Turnitin before you submit your final assignment. Full instructions and guidance for the use of Turnitin can be found at: <https://help.otago.ac.nz/blackboard/assessing-your-students/turnitin/turnitin-for-students/>

Concerns about the Paper

We hope you will feel comfortable coming to talk to us if you have a concern about the paper. The Paper Co-ordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are University channels that may aid resolution. For further advice or more information on these, contact the Departmental Administrator or Head of Department.

Disclaimer

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.