

Table of Contents

Intended Learning Outcomes:	1
Feedback from students	1
Changes to the module based on student comments	1
Attendance Requirement:	1
Assignment One Essentials	2
(50%) 1,500 words	2
Portfolio of practical task(s) or equivalent	2
What to include about the social media in your portfolio	2
Deadline for Assignment One	2
Returning of Assignment One	2
Length of assignments	2
Are quotations and references included in the word count	2
Assignment Two Essentials	3
Essay question (50%, 1,500 words)	3
Essay - all word limits are approximate	3
Deadline for Assignment Two:	3
Returning of Assignment Two	3
Mitigating Circumstances	3
What to do if you cannot submit an assignment	3
Reassessment Details:-	4
Reassessment assignment 1 : See the details for assignment 1	4
Reassessment assignment 2 : See the details for assignment 2	4
Reassessment Deadline	4
Contact Details:	4
Module leader Details	4
Where will my lectures and seminars take place?	5
Please see the live timetable	5
Weekly Schedule MECS3016	5
Week 1	5
Week 2	5
Week 3	5
Week 4	6
Week 5	6
Week 6	6
Progress Week 04/03/2024 to 08/03/2024	6
Week 7	6
Week 8	6
Easter	6
Week 9	7
Assignment One deadline 10/04/2023	7
Week 10	7
Week 11	7

Week 12	7
Assignment 2 due 17/05/2023 Online via Turnitin	7
Your Reading List	7
Online Resources list	7
Help with Essay Writing and Study Skills Support	7
• The Academic Writers in Residence	7
• The Language Centre	8
• Referencing guides.....	8
• Student Support and Wellbeing.....	8
• Study skills help	8
• Useful Workshops	8
Grading Criteria	8
Level 6 Grading Criteria	8
Getting feedback on your assignment via Turnitin	8

Intended Learning Outcomes:

On successful completion of the module, students should be able to:

1. Demonstrate an understanding of debates and key issues in relation to commercial applications of social media
2. Critically apply theoretical considerations to their own use of social media
3. Demonstrate proficiency regarding social media
4. Reflect critically on personal and guided research
5. Communicate effectively in a variety of formats

Feedback from students

Changes to the module based on student comments

- Students asked for the example of the first assignment to be shown during the module. Examples of assignments will be shown during the module.
- Students wanted more time on the computers in order to complete their portfolios. Computer rooms have been scheduled for two hours fortnightly and will continue to be scheduled in relation to this module and a later submission date.
- Students asked for the assignment details in the module outline to be given as handouts to detail what is expected from the two assignments. Only brief details (assignment essentials) will be included in the module outline and a handout will be given with more details.

Attendance Requirement:

You are expected to attend all taught sessions; non-attendance may significantly affect your ability to complete successfully a module and may jeopardise your ability to undertake re-assessment in the event of failing a module.

If you are unable to attend a scheduled session for some unavoidable reason, you must **email the module tutor**. Please include in your email your name and student number, the module code and name, the date of the missed session, and your reason for missing it. You should make sure that you also contact your module tutor to make arrangements to catch up on any work you have missed.

If you have accrued two or more unexplained absences, you will be required to attend a tutorial interview with the module leader, your personal academic tutor, and the course leader to discuss the impact of your attendance on your performance and progress.

Link to Class Cancellation Policy

<https://www2.worc.ac.uk/registryservices/documents/classcancellationpolicy.pdf>

Assignment One Essentials

(50%) 1,500 words

Portfolio of practical task(s) or equivalent

This will be based on your idea for a social media marketing campaign - see ideas that students have previously focused on. You will have to show some practical application (screen shots will be needed so make sure you include these). **More details will be given in the assignment brief.**

What to include about the social media in your portfolio

Questions relating to Marketing (Part A) :-

1. List the elements you should include in a marketing plan.
2. Briefly note how Artificial Intelligence is being used in marketing?

Marketing (Part B)

3. This focuses on your actual campaign and should include screenshots where possible and includes the objectives of your campaign, your visual brand or identity, your target audience, a SWOT analysis, how your campaign relates to the 4 Ps (Product, price, place, promotion strategies).
4. Evaluation of your marketing campaign and whether you achieved your marketing objectives – (things that can be measured).
5. Conclusion – a summary of the success of your campaign.
6. References and appendices.
7. **See Assignment Brief for details**

Deadline for Assignment One: 10th April by 3pm online submission via Turnitin – (if late within 7 days (D-) after 7 days it will get 0 (unless you can claim mitigating circumstances))

Returning of Assignment One: Feedback within 20 working days excluding bank holidays/ University closed days).

Length of assignments

- You are permitted to write 10% more than the target number of words, but do not write more than that as markers will not normally read or take into account anything beyond that additional 10%.

Are quotations and references included in the word count

- Quotations will be included in the word count unless the assignment instructions say differently.
- This includes referencing details (e.g. author) which will be included (apart from the List of References/Bibliography at the end which is not included).

Assignment Two Essentials

Essay question (50%, 1,500 words)

Analyse ONE product based on its advertising or advertising campaign(s). Your analysis needs to relate to Maslow's hierarchy of needs and to evaluate the advertisement(s) or product in relation to a brief semiotic analysis. **More details will be given in the assignment brief.**

Part A:

Essay - all word limits are approximate

Analyse ONE product (or similar) in relation to their marketing campaign(s), relating your analysis and evaluation to include

1. **Introduction.** Explain the campaign you are focusing on – and please do include images or links to the advertisement.
2. **Define Maslow's hierarchy of needs** drawing on relevant academic sources.
3. **Analysing your chosen campaign** in relation to **Maslow's** hierarchy of needs. Remember that your product often relates to more than one hierarchy at the same time. You will need to explore this in relation to how the product relates to specific aspects and how this might appeal to audiences.
4. Discuss the advertising brand in terms of its deeper **semiotic messages** relating this analysis to explore the underlying ideology present in the advertising and drawing on your knowledge from the Media and Culture degree course.
5. **Conclusion** The conclusion should summarise your key findings and ideas in relation to the product/advertising campaign and how audiences are encouraged to identify with the brand/images that are associated with the product.

Deadline for Assignment Two: 17th May by 3pm online via Turnitin - Submissions within 7 days receive a D-, after this time they will be a Non Submission unless you can claim mitigating circumstances

Returning of Assignment Two: Feedback by 20 working days excluding bank holidays/University closed days

Mitigating Circumstances

What to do if you cannot submit an assignment

- Please note there are specific guidelines as to what will count in terms of [mitigating circumstances](#).
- The details (forms and deadlines) can be found <http://www.worcester.ac.uk/registryservices/679.htm>

Reassessment Details:-

- In the event you are required to take reassessment you will receive formal notification of this through a Reassessment Letter, which can be found on the Assessments tab of your SOLE page. Details of the task will be made available on Blackboard, in a Turnitin drop-box clearly labelled 'reassessment'.

Reassessment assignment 1: See the details for assignment 1

Portfolio of practical task(s) or equivalent (1,500 words)

Questions relating to Marketing:-

1. List the elements you should include in a marketing plan
2. Briefly note how Artificial Intelligence is being used in marketing
3. Marketing Campaign objectives and goals
4. Your visual/brand identity and target audience
5. SWOT analysis (words)
6. Your marketing strategy in relation to the 4Ps
7. Evaluation of your marketing campaign

References

- You need to list any sources you used (including websites) in the Harvard Referencing system. See the library referencing guides ([short guide](#)) and see Cite them Right online in the table

Appendix.

- You need an appendix with any extra screen shots that detail your proficiency in social media platforms.

Reassessment assignment 2: See the details for assignment 2

Critical Essay (1,500 words)

Analyse ONE product based on its advertising or advertising campaign. Your analysis needs to relate to Maslow's hierarchy of needs and you also need to relate your analysis to ONE topic relating to Media & Culture.

1. Introduction
2. Define Maslow's hierarchy of needs
3. Relating product/campaign to Maslow's hierarchy of needs
4. Discuss the advertising brand in terms of its semiotic messages relating this to ONE topic from Media & Culture
5. Conclusion

Reassessment Deadline: Thursday 11th July by 3pm via Turnitin (online submission). After the 3pm deadline and within 7 days you will be penalised with D-, after 7 days it will be a Non Submission.

Contact Details:

Module leader Details

Dr Barbara Mitra

Room: MH2003

Telephone: 01905 542102

Email: b.mitra@worc.ac.uk

- I am always happy to meet with students – it is probably best to email to make an appointment and if you prefer, you can have an online meeting via Teams or Blackboard. As well as this, I have office hours when I will also be available.
- I tend to answer emails fairly quickly – except when they go into my junk email folder. I don't tend to reply on weekends, bank holidays or University closed days.
- If you have emailed me and I haven't replied, (after 2 working days) it means I have not received your email and you may want to resend it.
- (Working days do **NOT** include bank holidays, Saturday, Sunday or University Closed days)

Where will my lectures and seminars take place?**Please see the live timetable**

- Link to Your Timetable: [Link to My Timetable at UW](#)

Weekly Schedule MECS3016**Tuesdays: 3.15-6.15**

Week 1 Lecture/Seminar– 23/01/2024	<ul style="list-style-type: none"> ➤ Marketing Defined ➤ Social Media and Marketing 	<ul style="list-style-type: none"> ➤ Concepts and Ideas ➤ Assignment discussions ➤ Brassington, F. and Pettitt, S. (2013) <i>Essentials of marketing</i>. Harlow, Pearson. Pp.3-4
Week 2 Lecture Seminar- PC room 30/01/2024	<ul style="list-style-type: none"> ➤ Marketing plan and elements ➤ SWOT analysis 	<ul style="list-style-type: none"> ➤ Associated Reading: Extract from Kim, C.M. (2016) <i>Social Media Campaigns</i>. London, Routledge pp. 48-50. ➤ PC workshop on Assignment 1
Week 3 Lecture/Seminar 06/02/2024	<ul style="list-style-type: none"> ➤ Consumer Culture (assignment 2) 	<ul style="list-style-type: none"> ➤ Associated Reading Berger, A. A. (2010) <i>The Objects of Affection</i>. New York, Palgrave Macmillan. Pp.34-36. ➤ Berger, A.A. (2009) <i>What Objects Mean</i>. The Role of Advertising (pp.69-70)

Week 4 Lecture Seminar – PC Room 13/02/2024	<ul style="list-style-type: none"> ➤ 7 steps in creating a winning social media marketing strategy ➤ Marketing and the organisation 	<ul style="list-style-type: none"> ➤ Berger, A.A. (2013) <i>Dictionary of Advertising and Marketing Concepts</i>, Oxon, Routledge (see Advertising and Marketing) ➤ Basil et al. (2019) <i>Social Marketing in Action</i>. Cham (Switzerland), Springer (see pp. 31-34. ➤ Associated Reading: Extract from Kim, C. M. (2016) <i>Social Media Campaigns</i>. London, Routledge. 53-56. ➤ PC workshop on Assignment 1
Week 5 Lecture/seminar 20/02/2024	<ul style="list-style-type: none"> ➤ Maslow a motivations for purchasing 	<ul style="list-style-type: none"> ➤ Ghatak, S. and Singh, S. (2019) Examining Maslow's Hierarchy Need Theory in Social Media Adoption. <i>FIB Business Review</i>, Vol. 8(4), 292-302. ➤ Navdeep et al. (2019) The allure of luxury brands: social media activities. A uses and gratifications approach. <i>Information and Technology and People</i>. 32 (3)
Week 6 Lecture Seminar – PC Room 27/02/2024	<ul style="list-style-type: none"> ➤ Branding and social media ➤ Marketing segmentation 	<ul style="list-style-type: none"> ➤ Associated reading: Dacko, S. (2008) <i>Advanced Dictionary of Marketing</i>. Oxford, Oxford University Press, pp. 318 and pp.497-498. ➤ Berger, A. A. (2016) <i>Dictionary of Advertising and Marketing Concepts</i>. Oxon, Routledge (see pp.28-34 Brands) ➤ Armstrong, G. & Opresnik, M.O. (2018) <i>Principles of Marketing</i>. Harlow, Pearson Education Ltd. (pp.264-267). ➤ PC Workshop on Assignment 1
Progress Week 04/03/2024 to 08/03/2024		
Week 7 Lecture/Seminar 12/03/2024	<ul style="list-style-type: none"> ➤ Marketing theory and semiotics 	<ul style="list-style-type: none"> ➤ Berger, A.A. (2010) <i>The Objects of Affection</i>. New York, Palgrave Macmillan. Pp.84-888 on Hair and pp.107-110 on handbags ➤ Barthes, R. (1972) <i>Mythologies</i>. London, Jonathan Cape Ltd (extract titled Soap Powders and Detergents).
Week 8 Lecture Seminar -PC Room 19/03/2024	<ul style="list-style-type: none"> ➤ Social Marketing theories 	<ul style="list-style-type: none"> ➤ Case study evaluation Tiganas, A., Boghean, A. and Vazquez, J.L. (2019) Behaviour change and nutrition education in India IN D.Z. Basil, G. Diaz-Meneses and M.D. Basil (Eds.) <i>Social Marketing in Action</i>. Lethbridge, Springer. ➤ Doan, H.M & Truong, V.D. (2019) Using Social Marketing to Promote Handwashing with soap for a healthier Vietnam IN D.Z. Basil, G. Diaz-Meneses and M.D. Basil (Eds.) <i>Social Marketing in Action</i>. Lethbridge, Springer. ➤ PC workshop on Assignment 1
Easter 25/03/2024-05/04/2024		

Week 9 Lecture/Seminar 09/04/2024	➤ Digital Advertising	➤ Baker, M.J. and Saren, M. (2016) <i>Marketing Theory</i> . London, Sage p.327 and pp.332-335. ➤ Baker, M.J. and Saren, M. (2016) <i>Marketing Theory</i> . London, Sage, pp.260-267. ➤ Kotler, P., Armstrong, G. & Opresnik, M.O.(2018) <i>Principles of Marketing</i> . Harlow, Pearson Education Ltd (see pp. 523-5). ➤ PC workshop on Assignment 1
Assignment One deadline 10/04/2023		
Week 10 Lecture Seminar PC Room 16/04/2024	➤ Psychoanalytic approaches	➤ Berger, A.A. (2010) <i>The Objects of Affection</i> . New York, Palgrave Macmillan. Pp.54-58 and pp.58-61 ➤ Barthes, R. (1972) <i>Mythologies</i> . London, Jonathan Cape Ltd. See chapters on Ornamental Cookery and Steak and Chips. ➤
Week 11 Lecture/Seminar 23/04/2024	➤ Brands and Identity	➤ Berger, A.A. (2016) <i>What Objects Mean</i> . Walnut Creek, Left Coast Press. Pp. 145-152 (Coca-Cola) and pp.153-158 Gender Cosmetics ➤ Kim, C.M. (2016) <i>Social Media Campaigns</i> . Oxon, Routledge. ➤ Bring your own products/advertisements to discuss in relation to semiotics.
Week 12 Lecture Seminar – PC Room 30/04/2024	➤ Objects Affection and	➤ Assignment preparation and tutorials ➤ PC Workshop on assignment 2
Assignment 2 due 17/05/2023 Online via Turnitin		

Your Reading List

Online Resources list

- At <http://resourcelists.worc.ac.uk> type in MECS3016 and the resource list for 2022-23 should be seen.
- Click on MECS3016 to see the entire list.
- Click on Tale of Contents tab to see topics available.
- Click on the Filter tab to see the Ebooks and digital resources in the entire list.
- Click on the Filter tab to see the Ebooks and digital resources in the entire list.
- Link to Turnitin guide <https://uwtel.co.uk/tel-tools/turnitin/>

Help with Essay Writing and Study Skills Support

- [The Academic Writers in Residence](#)

- provide help and support with essay writing.
<https://www.worc.ac.uk/life/help-and-support/services-for-students/academic-writers-in-residence-rfl.aspx>
- **The Language Centre**
 - provide support and advice during 20 minute drop in sessions to help with use of academic vocabulary, grammar, style, referencing
<https://www.worc.ac.uk/life/help-and-support/language-centre/language-support-services.aspx>
- **Referencing guides**
 - See the library referencing guides and if possible use Harvard Referencing ([short guide](#)) and see [Cite them Right online in the table](#)
- **Student Support and Wellbeing**
 - Link <https://www2.worc.ac.uk/studentsupport/>
- **Study skills help**
 - Link <https://www2.worc.ac.uk/studyskills/>
- **Useful Workshops**
 - A range of useful workshops and careers information please see relevant tabs on MECS3016 Blackboard pages.

Grading Criteria

Level 6 Grading Criteria

see Blackboard under Assessment for the Level 6 Grading Criteria.

Getting feedback on your assignment via Turnitin

- This will automatically upload according the timing for releasing your assignment and grade.

feedback studio

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Introduction

In this essay I am going to begin by defining semiotic analysis drawing on academic sources. I will then analyse the images on the front cover of *Vogue* magazine using semiotic techniques and terminology.

Your grade should be put here
out of a total of 19 marks

Click on the pencil
image here and you
should access feedback

Click on the down arrow to
download a pdf of your
assignment with comments