

READING LIST

A bibliography of primary and secondary texts is to be developed, in conjunction with the academic supervisor and relating directly to the individuals chosen role within a collaborative endeavor. Since the module comprises mostly independent study, it is up to the student to seek out secondary or archival material in the course of their research. Supervisors will guide, and strongly encourage the research process, which may include online journals, audio-visual material, and artifacts from Special Collections etc.



Swansea
College *of* Art
Founded 1853

Module Handbook

18/19



M6X01612

LEVEL 6

20 Credits

BA(Hons) MDes Advertising and Brand Design

MARKETING & SELF PROMOTION

Ian Simmons

Semester 1 & 2

Tuesday 9.30 - 11.30am (Sem 1)

Thursday 9.30 - 11.30am (Sem 2)

Teaching hours 48	Independent learning hours 152
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MODULE AIMS

To raise the awareness of the requirements of independently sourced commissioning clients. ...

To enable the individual to exhibit or present work in a professional manner and interact effectively with peers within a collaborative environment.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

1. Identify and respond to the needs of a range of commissioning clients.
2. Employ resourcefulness and enterprise in sustaining their work, test markets viability and/or seek employment.
3. Display the ability to work with peers undertaking an individual role in the planning and exhibition of a graduand exhibition of work.

INDICATIVE CONTENT

- Operation of the Art Design and Media industry...
- Analysis of marketing intelligence
- Self-promotion and social media...
- Production of promotional material.
- Negotiation with external bodies...
- Managing a presentation and exhibition environment.

ASSESSMENT CRITERIA

Assessment Component 1	Activity type	Percentage
100% (Essay equivalent 5000 words)	Written exam	-
Coursework Portfolio	Coursework	100%
	Practical	-
	TOTAL	100%

Detailed assessment criteria will be found on the reverse of each project brief.

Feedback

Feedback can be defined in two categories, formative and summative. Formative feedback can be given verbally or written and may take place in group critiques or one-to-one tutorials during the progression of the project and after its conclusion. Summative feedback will be given as written feedback at the end of a module.

The Visual Communication Mid Sessional Exam Board takes place in February. The marks for this module will be submitted to this Board.

Feedback on project assessment will be given to the student within 20 working days of submission.

Please see the course handbook for details of the university policy on attendance and plagiarism.

DELIVERABLES

The portfolio could comprise; an evaluation research document/report, a marketing / viability plan, personal promotional material, exhibition/ screening content, documentary evidence of personal contribution to a collective endeavour.

WEEK BY WEEK SCHEDULE

	Date	Content Semester 1		Date	Content Semester 2	Time	Room
1	25.09.18	Induction week	16	31.01	Exhibition/Marketing progress	9.30-11.30	AD601
2	2.10	Intro - Creative Bubble Enterprise talk	17	7.02	Exhibition/Marketing progress	9.30-11.30	AD601
3	9.10	Urban Foundry	18	14.02	Exhibition/Marketing progress	9.30-11.30	AD601
4	16.10	Plan and manage your time. Your role in the team	19	21.02	Exhibition/Marketing progress	9.30-11.30	AD601
5	23.10	Marketing your skills	20	28.02	Exhibition/Marketing progress	9.30-11.30	AD601
6	30.10	Personal branding	21	7.03	Exhibition/Marketing progress	9.30-11.30	AD601
7	6.11	Monetorising your brand	22	14.03	Exhibition/Marketing progress	9.30-11.30	AD601
8	13.11	Protecting what is yours (IP)	23	21.03	Exhibition/Marketing progress	9.30-11.30	AD601
9	20.11	Creating a CV that gets you noticed	24	28.03	Exhibition/Marketing progress	9.30-11.30	AD601
10	27.11	Using social media to find followers	25	4.04	REPORT SUMMATIVE DEADLINE	9.30-11.30	AD601
11	4.12	ASA and regulation	26		EASTER BREAK		
12	11.12	Ethics debate	27	2.05	Exhibition build		
				3.05	EXHIB SUMMATIVE DEADLINE		
		CHRISTMAS BREAK	28	9.05	Exhibition Assessment		
13	8.01.19	Report prep unsupervised study	29	16.05	Exhibition Assessment		
14	15.01	Assessment no lecture	30	23.05	Exhibition Assessment		
15	22.01	DESIGN WEEK					

SUMMATIVE DEADLINES: REPORT 4th APRIL 2019, EXHIB 3rd MAY 2019

13.2.3 Extenuating Circumstances Procedures

- (1) All claims for extenuating circumstances should be submitted to the Academic Office by the student as soon as possible and must be received by the Academic Office no more than 15 clear working days after the original date for submission of an assessment or the scheduled date of an examination. Claims submitted outside of this timeframe will not be considered unless there is independent evidence to show compelling reasons as to why the claim was not received in a timely manner. All claims must be made using the Extenuating Circumstances Form (Appendix GA1). Claims made by staff or other students on behalf of a student who is not aware of the claim him/herself cannot be accepted.
- (2) All claims must be supported by verifiable independent documentary evidence. All claims must be accompanied by evidence of the actual date of submission of an assessment in the form of an official submission receipt or confirmation from a member of staff that the assessment has been submitted. Where evidence is awaited, the student must provide an indication of the likely evidence and associated timescale for providing the evidence.
- ### 7.5 Assessment Submission
- (5) **Late submission** penalties must be applied to work that is not submitted by the published deadline. Work which is submitted up to 1 week late will be capped at the bare minimum pass mark (40% for Levels 4, 5 and 6 and 50% for Level 7) for first attempts; 0% for re-assessment. Late submission penalties may be lifted only with the approval of the Extenuating Circumstances Panel (see Chapter 13 of Academic Quality handbook).
- (6) Work cannot be accepted more than 1 week after the submission deadline and must be recorded as a non-submission.