COM4506: MULTIMEDIA CAMPAIGN

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
Multimedia Campaign

Subject Code
COM - Media and Communication
Course Number
4506

Academic Unit
Media and Communication (COM)

College/School
College of Liberal Arts and Social Sciences (CH)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
EN4536 Multimedia Campaign Management

Exclusive Courses
Nil

Part II Course Details

Abstract
This course is an advanced course on multimedia communication. It aims to prepare students for entering a career in multimedia. Students are expected either to design and maintain a Website with multimedia elements or to produce

a standalone multimedia product. Students learn and master relevant principles and skills through all stages of the production process from conceptualization, marketing and design, deploying appropriate resources and equipment, to managing a multimedia production team and outputting a professional standard multimedia product.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify key issues and basic principles of marketing and multimedia campaign design	25	x		
2	Design and maintain Websites with multimedia elements	25		x	x
3	Demonstrate knowledge of how new information and communication technologies are likely to affect the quality and impact of multimedia campaigns	25	x		
4	Critically evaluate professional multimedia products	25	x	x	x

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Lectures: Main concepts, principles	1, 2, 3, 4	3
2	Case studies	Case studies of multimedia campaign design and management	1, 2, 3, 4	2
3	Tutorial	Basic Web programming and design software	1, 2	2
4	Assignments	Design and produce functional websites	4	4

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Group project	1, 2	60	
2	Problem-based assignments	3, 4	20	

3	Exercises on multimedia production	1, 2, 3, 4	20	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

Group project

Criterion

Ability to develop and create a multimedia product
Debate and group presentation:
- Adequacy of understanding of class materials/assigned readings
- Activeness in the discussion
- Critical ability
- Presentational style and skills

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Assignments

Criterion

Ability to resolve technical problems

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)
Not even reaching marginal levels

Assessment Task
Exercises on multimedia production

Criterion
Ability on multimedia production

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Campaign design, campaign management, Internet campaigns, professional multimedia products, conceptualization of multimedia products, marketing multimedia products, managing a multimedia team.

Reading List

Compulsory Readings

	Title
1	Gospe, M. (2008). Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns.
2	Parente, D. (2005). Advertising Campaign Strategy: A Guide to Marketing Communication Plans (4th ed.). South-Western College.

Additional Readings

	Title
1	Belch & Belch (2007). Advertising & Promotion: An Integrated Marketing Communication Perspective (7th ed.). Irwin/McGraw-Hill.
2	Graff, G. (2007). The First Campaign: Globalization, the Web, and the Race for the White House. Farrar, Straus and Giroux.
3	Greenberg, P. (2004). CRM at the Speed of Light: Essential Customer Strategies for the 21st Century. McGraw-Hill Osborne Media.
4	Henderson, D. (2006). Making News: A Straight-Shooting Guide to Media Relations. New York: IUniverse.

5	Reich, B., & Solomon, D. (2007). Media Rules! Mastering Today's Technology to Connect with and Keep Your Audience.Wiley.
6	Rigby, B. (2008). Mobilizing Generation 2.0: A Practical Guide to Using Web 2.0 to Recruit, Organize, and Engage Youth. Jossey-Bass.
7	Scoble, R. (2006). Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers. Wiley.
8	Teachout, Z. (2007). Mousepads, Shoe Leather, and Hope: Lessons from the Howard Dean Campaign for the Future of Internet Politics. Paradigm Publishers.