

**MA ADVERTISING DESIGN MANAGEMENT  
ACADEMIC YEAR 2012/13**

**SEMESTER 1 WEEKLY TEACHING PLAN**

Week	Date	Monday	Tuesday	Wednesday	Thursday	Friday
1	01.10.12	<p><b>13.00-15.00</b> <b>LECTURE THEATRE A</b> Icebreakers + Introduction JG/CS</p>	<p><b>13.00-14.00</b> <b>SEMINAR ROOM 1 English</b> <b>Language Support</b> Adeline Hoe</p> <p><i>*Seminar groupings for Wednesdays, Thursdays and Fridays released today; check emails and Blackboard for your group.</i></p>	<p><b>10.00-10.50</b> <b>LECTURE THEATRE A</b> Stream 2: Advertising in Context JG</p> <p><b>12.00 – 12.50</b> <b>SEMINAR ROOM 10</b> Stream 2 Seminar - Group 1 JG/GZ</p> <p><b>13.00-13.50</b> <b>SEMINAR ROOM 10</b> Stream 2 Seminar - Group 2 JG</p> <p><b>13.00-13.50</b> <b>SEMINAR ROOM 6</b> Stream 2 Seminar - Group 3 GZ</p> <p><i>*Design 1 Essay 1 Launch</i></p>	<p><b>10.00-10.50</b> <b>LECTURE THEATRE A</b> Research Skills Lecture: Intro to Research Skills <b>+ RS Essay 1 Launch</b> CS</p> <p><b>13.00-13.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group X</p> <p><b>14.00-14.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group Y</p> <p><b>15.00-15.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group Z</p>	<p><b>10.00-12.00</b> <b>CS Office hours</b></p> <p><b>13.00 – 14.50</b> <b>LECTURE THEATRE A</b> Stream 3 Remix Lecture: Intro to Course, Themes, Assessment PC</p>
2	08.10.12	<p><b>10.00-12.00</b> <b>JG Office hours</b></p> <p><b>11.00-11.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 1</p> <p><b>13.00-13.50</b> <b>LECTURE THEATRE A</b> Research Resources CP</p> <p><b>14.00-14.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 2</p> <p><b>15.00-15.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 3</p>	<p><b>13.00-14.00</b> <b>SEMINAR ROOM 1 English</b> <b>Language Support</b> Adeline Hoe</p> <p><b>15.00-17.00</b> <b>GZ Office hours</b></p>	<p><b>10.00-10.50</b> <b>LECTURE THEATRE A</b> Stream 1: Western Advertising Evolution and Society GZ</p> <p><b>12.00 – 13.50</b> <b>SEMINAR ROOM 3</b> Stream 1 Workshop PG Tips Group A GZ</p> <p><b>14.00 – 15.50</b> <b>SEMINAR ROOM 3</b> Stream 1 Workshop PG Tips Group B JG/GZ</p> <p><b>Global Futures Film Screening: / am Nasrine. 7:30pm. Winchester Discovery Centre, Performance Hall. Entry free.</b></p>	<p><b>10.00-10.50</b> <b>LECTURE THEATRE A</b> Research Skills Lecture: Marketing Research I AR</p> <p><b>13.00-13.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group X</p> <p><b>14.00-14.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group Y</p> <p><b>15.00-15.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group Z</p>	<p><b>10.00-12.00</b> <b>CS Office hours</b></p> <p><b>13.00 – 13.50</b> <b>LECTURE THEATRE A</b> Stream 3: Remix Everything: Digital media, Digital Cultures and Digital Business PC</p>

Week	Date	Monday	Tuesday	Wednesday	Thursday	Friday
3	15.10.12	<p><b>10.00-12.00</b> JG Office hours</p> <p><b>11.00-11.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 1</p> <p><b>13.00-13.50</b> <b>LECTURE THEATRE A</b> Assessment Briefing – 70 students CS/JG</p> <p><b>14.00-14.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 2</p> <p><b>15.00-15.50</b> <b>SEMINAR ROOM 10</b> Remix Seminar Group 3</p>	<p><b>13.00-14.00</b> <b>SEMINAR ROOM 1 English</b> <b>Language Support</b> Adeline Hoe</p> <p><b>15.00-17.00</b> <b>GZ Office hours</b></p>	<p><b>10.00-10.50</b> <b>LECTURE THEATRE A</b> Stream 2: Industry Players JG</p> <p><b>12.00 – 13.50</b> <b>SEMINAR ROOM 3</b> Stream 2 Workshop Dr Martens Case Study Group A GZ</p> <p><b>14.00 – 15.50</b> <b>SEMINAR ROOM 3</b> Stream 2 Workshop Dr Martens Case Study Group B JG/GZ</p>	<p><b>10.00-10.50</b> <b>LECTURE THEATRE A</b> Marketing Research II AR</p> <p><b>13.00-13.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group X</p> <p><b>14.00-14.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group Y</p> <p><b>15.00-15.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group Z</p>	<p><b>10.00-12.00</b> <b>CS Office hours</b></p> <p><b>13.00 – 14.50</b> <b>LECTURE THEATRE A</b> Stream 3: ePub Demonstration PC/CS</p>
4	22.10.12	<p><b>10.00-12.00</b> JG Office hours</p> <p><b>11.00-11.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 1</p> <p><b>13.00-13.50</b> <b>LECTURE THEATRE A</b> Stream 2: Brand Management, Concepts and Tools JG</p> <p><b>14.00-14.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 2</p> <p><b>15.00-15.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 3</p>	<p><b>13.00-14.00</b> <b>SEMINAR ROOM 1 English</b> <b>Language Support</b> Adeline Hoe</p> <p><b>15.00-17.00</b> <b>GZ Office hours</b></p>	<p><b>10.00-10.50</b> <b>LECTURE THEATRE A</b> Stream 1: Visual Analysis &amp; Semiotics GZ</p> <p><b>12.00 – 13.50</b> <b>SEMINAR ROOM 3</b> Stream 1 Workshop: Visual Analysis I Group A GZ</p> <p><b>14.00 – 15.50</b> <b>SEMINAR ROOM 3</b> Stream 1 Workshop: Visual Analysis II Group B JG/GZ</p>	<p><b>10.00-10.50</b> <b>LECTURE THEATRE A</b> Research Skills Lecture</p> <p><b>13.00-13.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group X</p> <p><b>14.00-14.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group Y</p> <p><b>15.00-15.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group Z</p>	<p><b>10.00-12.00</b> <b>CS Office hours</b></p> <p><b>13.00 – 14.50</b> <b>LECTURE THEATRE A</b> Stream 3 Remix ePub Sharing session PC/CS</p>

Week	Date	Monday	Tuesday	Wednesday	Thursday	Friday
5	29.10.12	<p><b>10.00-12.00</b> JG Office hours</p> <p><b>11.00-11.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 1</p> <p><b>13.00-13.50</b> <b>LECTURE THEATRE A</b> Screening</p> <p><b>14.00-14.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 2</p> <p><b>15.00-15.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 3</p>	<p><b>13.00-14.00</b> <b>SEMINAR ROOM 1 English Language Support</b> Adeline Hoe</p> <p><b>15.00-17.00</b> <b>GZ Office hours</b></p>	<p><b>10.00-10.50</b> <b>LECTURE THEATRE A</b> Stream 2: Ad Planning &amp; Creative Strategy JG</p> <p><b>12.00 – 12.50</b> <b>SEMINAR ROOM 10</b> Stream 2: Reading Group 1 JG/GZ</p> <p><b>13.00-13.50</b> <b>SEMINAR ROOM 10</b> Stream 2: Reading Group 2 JG</p> <p><b>13.00-13.50</b> <b>SEMINAR ROOM 6</b> Stream 2: Reading Group 3 GZ</p>	<p><b>10.00-10.50</b> <b>LECTURE THEATRE A</b> Research Skills Lecture</p> <p><b>13.00-13.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group X</p> <p><b>14.00-14.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group Y</p> <p><b>15.00-15.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group Z</p> <p><b>Global Futures Speaker: Rod Cousens on <i>The Future of Video Games, Graphics Building, Level 3.</i></b></p>	<p><b>10.00-12.00</b> <b>CS Office hours</b></p> <p><b>13.00 – 13.50</b> <b>LECTURE THEATRE A</b> Stream 3: Remixing Readership: What is a reader/consumer? PC/CS</p> <p><b>14.00 – 14.50</b> <b>LECTURE THEATRE A</b> ADM/DM/MACD Industry Speaker</p>
6	05.11.12	<p><b>11.00-11.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 1</p> <p><b>13.00-13.50</b> <b>LECTURE THEATRE A</b> Design 2 Assignment 2 (50%) Launch CS/JG</p> <p><b>14.00-14.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 2</p> <p><b>15.00-15.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 3</p>	<p><b>13.00-14.00</b> <b>SEMINAR ROOM 1 English Language Support</b> Adeline Hoe</p>	<p><b>10.00-10.50</b> <b>LECTURE THEATRE A</b> Stream 1: Psychology of Advertising and Visual Persuasion GZ</p> <p><b>12.00 – 13.50</b> <b>SEMINAR ROOM 3</b> Stream 1 Workshop: Visual Analysis II Group A GZ</p> <p><b>14.00 – 15.50</b> <b>SEMINAR ROOM 3</b> Stream 1 Workshop: Visual Analysis II Group B JG/GZ</p>	<p><b>10.00-11.50</b> <b>LECTURE THEATRE A</b> Research Skills Lecture: Discourse Analysis PC</p> <p><b>13.00-13.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group X</p> <p><b>14.00-14.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group Y</p> <p><b>15.00-15.50</b> <b>SEMINAR ROOM 10</b> Research Skills Seminar Group Z</p> <p><b>*RS Essay 2 Launch</b></p>	<p><b>10.00-12.00</b> <b>CS Office hours</b></p> <p><b>13.00 – 13.50</b> <b>LECTURE THEATRE A</b> Stream 3: Remixing authorship: what is a designer/advertiser? PC/CS</p> <p><b>HAND IN by 16.00</b> <b>BlackBoard &amp; Student Office</b> <b>MA RESEARCH SKILLS ASSESSMENT 1 [40%]</b></p>

Week	Date	Monday	Tuesday	Wednesday	Thursday	Friday
7	12.11.12	<p>10.00 – 11.00  <b>SEMINAR ROOM 6</b>            Student Rep Meeting with Pathway Leader</p> <p><b>HAND IN by 16.00</b>  <b>Blackboard &amp; Student Office</b>  <b>DESIGN 1 DM, ADM ASS 1</b>  <b>[50%]</b></p>	<p>ASSESSMENT WEEK            NO CLASSES</p>	<p>ASSESSMENT WEEK            NO CLASSES</p> <p><b>Global Futures Film Screening:</b>  <b>An African Election. 7:30pm.</b>  <b>Winchester Discovery Centre,</b>  <b>Performance Hall. Entry free.</b></p>	<p>ASSESSMENT WEEK            NO CLASSES</p>	<p>ASSESSMENT WEEK            NO CLASSES</p>
8	19.11.12	<p>10.00-12.00  <b>JG Office hours</b></p> <p>13.00-13.50  <b>LECTURE THEATRE A</b>            Screening</p>	<p>10.00 -12.00  <b>14.00 -16.00</b>  <b>Room 3025</b>            Stream 3 Remix ePub            Progress Workshops 1            PC/CS</p> <p>13.00-14.00  <b>SEMINAR ROOM 1 English</b>  <b>Language Support</b>            Adeline Hoe</p> <p>15.00-17.00  <b>GZ Office hours</b></p>	<p>12:00pm – 18:00  <b>Winchester Discovery Centre</b></p> <p><b>Stream 2: Agency Simulation</b>  <b>Day: "Life's a Pitch"</b>  <b>JG/GZ/CS</b></p>	<p>10.00-10.50  <b>LECTURE THEATRE A</b>            Research Skills Lecture</p> <p>13.00-14.50  <b>SEMINAR ROOM 10</b>            Research Skills Workshop            Group X</p> <p>15.00-16.50  <b>SEMINAR ROOM 10</b>            Research Skills Workshop            Group Y</p> <p>15.00-16.50  <b>SEMINAR ROOM 6</b>            Research Skills Workshop            Group Z</p>	<p>10.00-12.00  <b>CS Office hours</b></p> <p>13.00 – 14.50  <b>LECTURE THEATRE A</b>            Stream 3 Remix ePub            Progress Workshops 1            PC/CS</p>
9	26.11.12	<p>10.00-12.00  <b>JG Office hours</b></p> <p>11.00-11.50  <b>SEMINAR ROOM 10</b>            Stream 3 Remix Seminar            Group 1</p> <p>14.00-14.50  <b>SEMINAR ROOM 10</b>            Stream 3 Remix Seminar            Group 2</p> <p>15.00-15.50  <b>SEMINAR ROOM 10</b>            Stream 3 Remix Seminar            Group 3</p>	<p>13.00-14.00  <b>SEMINAR ROOM 1 English</b>  <b>Language Support</b>            Adeline Hoe</p> <p>15.00-17.00  <b>GZ Office hours</b></p>	<p>10.00-10.50  <b>LECTURE THEATRE A</b>            Stream 2 The Consumer: Targeting            and Segmentation            JG</p> <p>12.00 – 12.50  <b>SEMINAR ROOM 10</b>            Stream 2 Reading Group 1            JG/GZ</p> <p>13.00-13.50  <b>SEMINAR ROOM 10</b>            Stream 2 Reading Group 2            JG</p> <p>13.00-13.50  <b>SEMINAR ROOM 6</b>            Stream 2 Reading Group 3 -GZ</p> <p><b>Global Futures Speaker: David</b>  <b>Gauntlett, Professor of Media</b>  <b>and Communications on</b>  <b>Creativity, Innovation and</b>  <b>Disruption. Graphics Building,</b>  <b>Level 3.</b></p>	<p>10.00-10.50  <b>LECTURE THEATRE A</b>            Research Skills Lecture</p> <p>13.00-14.50  <b>SEMINAR ROOM 10</b>            Research Skills Workshop            Group X</p> <p>15.00-16.50  <b>SEMINAR ROOM 10</b>            Research Skills Workshop            Group Y</p> <p>15.00-16.50  <b>SEMINAR ROOM 6</b>            Research Skills Workshop            Group Z</p>	<p>10.00-12.00  <b>CS Office hours</b></p> <p>13.00 – 13.50  <b>LECTURE THEATRE A</b>            Stream 3: Remixing Business            PC/CS</p> <p>14.00 – 14.50  <b>LECTURE THEATRE A</b>            ADM/DM/MACD            Industry Speaker</p>

Week	Date	Monday	Tuesday	Wednesday	Thursday	Friday	
10	03.12.12	<p><b>10.00-12.00</b> JG Office hours</p> <p><b>11.00-11.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 1</p> <p><b>14.00-14.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 2</p> <p><b>15.00-15.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 3</p>	<p><b>13.00-14.00</b> <b>SEMINAR ROOM 1</b> English Language Support Adeline Hoe</p> <p><b>15.00-17.00</b> <b>GZ Office hours</b></p>	<p><b>10.00-10.50</b> <b>LECTURE THEATRE A</b> Stream 1 Brand Characters and Celebrities in Advertising GZ</p> <p><b>12.00 – 12.50</b> <b>SEMINAR ROOM 10</b> Stream 1 Reading Group 1 JG/GZ</p> <p><b>13.00-13.50</b> <b>SEMINAR ROOM 10</b> Stream 1 Reading Group 2 JG</p> <p><b>13.00-13.50</b> <b>SEMINAR ROOM 6</b> Stream 1 Reading Group 3 GZ</p>	<p><b>10.00-10.50</b> <b>LECTURE THEATRE A</b> DM Presentations</p> <p><b>13.00-14.50</b> <b>SEMINAR ROOM 10</b> Research Skills Workshop Group X</p> <p><b>15.00-16.50</b> <b>SEMINAR ROOM 10</b> Research Skills Workshop Group Y</p> <p><b>15.00-16.50</b> <b>SEMINAR ROOM 6</b> Research Skills Workshop Group Z</p>	<p><b>10.00-12.00</b> <b>CS Office hours</b></p> <p><b>13.00 – 13.50</b> <b>LECTURE THEATRE A</b> Stream 3 Perspectives on Media Power: Who/What is Powerful? PC/CS</p> <p><b>14.00 – 14.50</b> <b>LECTURE THEATRE A</b> ADM/DM/MACD Industry Speaker</p>	
11	10.12.12	<p><b>10.00-12.00</b> JG Office hours</p> <p><b>11.00-11.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 1</p> <p><b>14.00-14.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 2</p> <p><b>15.00-15.50</b> <b>SEMINAR ROOM 10</b> Stream 3 Remix Seminar Group 3</p>	<p><b>10.00 -12.00</b> <b>14.00 -16.00</b> <b>Room 3025</b> Stream 3 Remix ePub Progress Workshops 2 PC/CS</p> <p><b>13.00-14.00</b> <b>SEMINAR ROOM 1</b> English Language Support Adeline Hoe</p> <p><b>15.00-17.00</b> <b>GZ Office hours</b></p>	<p><b>10.00-10.50</b> <b>LECTURE THEATRE A</b> Stream 2 Advertising Strategy Development JG</p> <p><b>12.00 – 12.50</b> <b>SEMINAR ROOM 10</b> Stream 2 Reading Group 1 -JG/GZ</p> <p><b>13.00-13.50</b> <b>SEMINAR ROOM 10</b> Stream 2 Reading Group 2 -JG</p> <p><b>13.00-13.50</b> <b>SEMINAR ROOM 6</b> Stream 2 Reading Group 3 -GZ</p> <p><b>Global Futures Film Screening: <i>Girl Model</i>, 7:30pm. Winchester Discovery Centre, Performance Hall. Entry free.</b></p>	<p><b>10.00-10.50</b> <b>LECTURE THEATRE A</b> ADM Presentations</p> <p><b>13.00-14.50</b> <b>SEMINAR ROOM 10</b> Research Skills Workshop Group X</p> <p><b>15.00-16.50</b> <b>SEMINAR ROOM 10</b> Research Skills Workshop Group Y</p> <p><b>15.00-16.50</b> <b>SEMINAR ROOM 6</b> Research Skills Workshop Group Z</p>	<p><b>10.00-12.00</b> <b>CS Office hours</b></p> <p><b>13.00 – 14.50</b> <b>LECTURE THEATRE A</b> Stream 3 Remix ePub Progress Workshops 2 PC/CS</p>	
12	19.12.11	<b>Christmas Vacation</b>					<b>Christmas Vacation [School closed]</b>
13	26.12.11	<b>Christmas Vacation [School Closed]</b>					
14	02.01.13	<b>Christmas Vacation [School Closed]</b>	<b>Christmas Vacation [School Closed]</b>	<b>Christmas Vacation</b>			

Week	Date	Monday	Tuesday	Wednesday	Thursday	Friday
15	07.01.13		<b>10.00-12.50</b> <b>SEMINAR ROOM 10</b> Remix Presentations CS/GZ/PC  <b>14.00-15.50</b> <b>SEMINAR ROOM 10</b> Remix Presentations CS/GZ/PC	<b>10.00-12.00</b> <b>Room 3025</b> Remix Presentations CS/GZ/PC		<b>HAND IN by 16.00</b> <b>Blackboard &amp; Student</b> <b>Office</b> <b>RESEARCH SKILLS</b> <b>ASSESSMENT 2 [60%]</b>
16	14.01.13	ASSESSMENT PERIOD  <b>HAND IN by 16.00</b> <b>Blackboard &amp; Student Office</b> <b>DESIGN 1 ASS 2 [50%]</b>	ASSESSMENT PERIOD	ASSESSMENT PERIOD	ASSESSMENT PERIOD	ASSESSMENT PERIOD
17	21.01.13	ASSESSMENT PERIOD	ASSESSMENT PERIOD	ASSESSMENT PERIOD	ASSESSMENT PERIOD	ASSESSMENT PERIOD