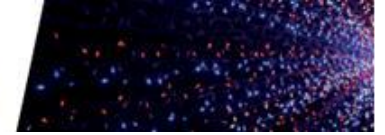




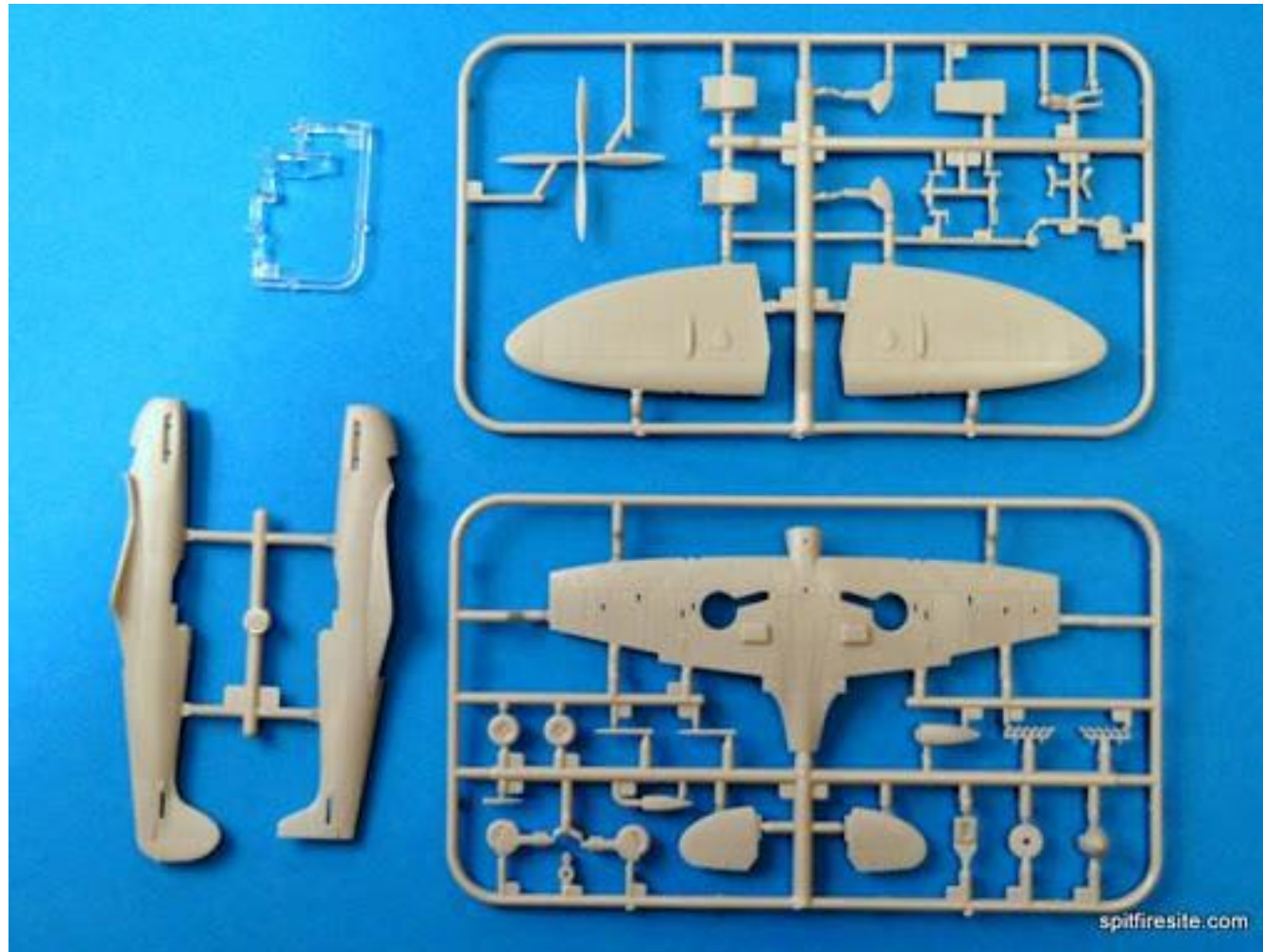
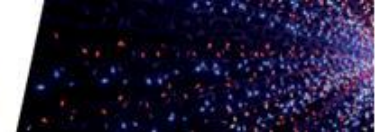
Time on Task – Roger Saunders

Challenges

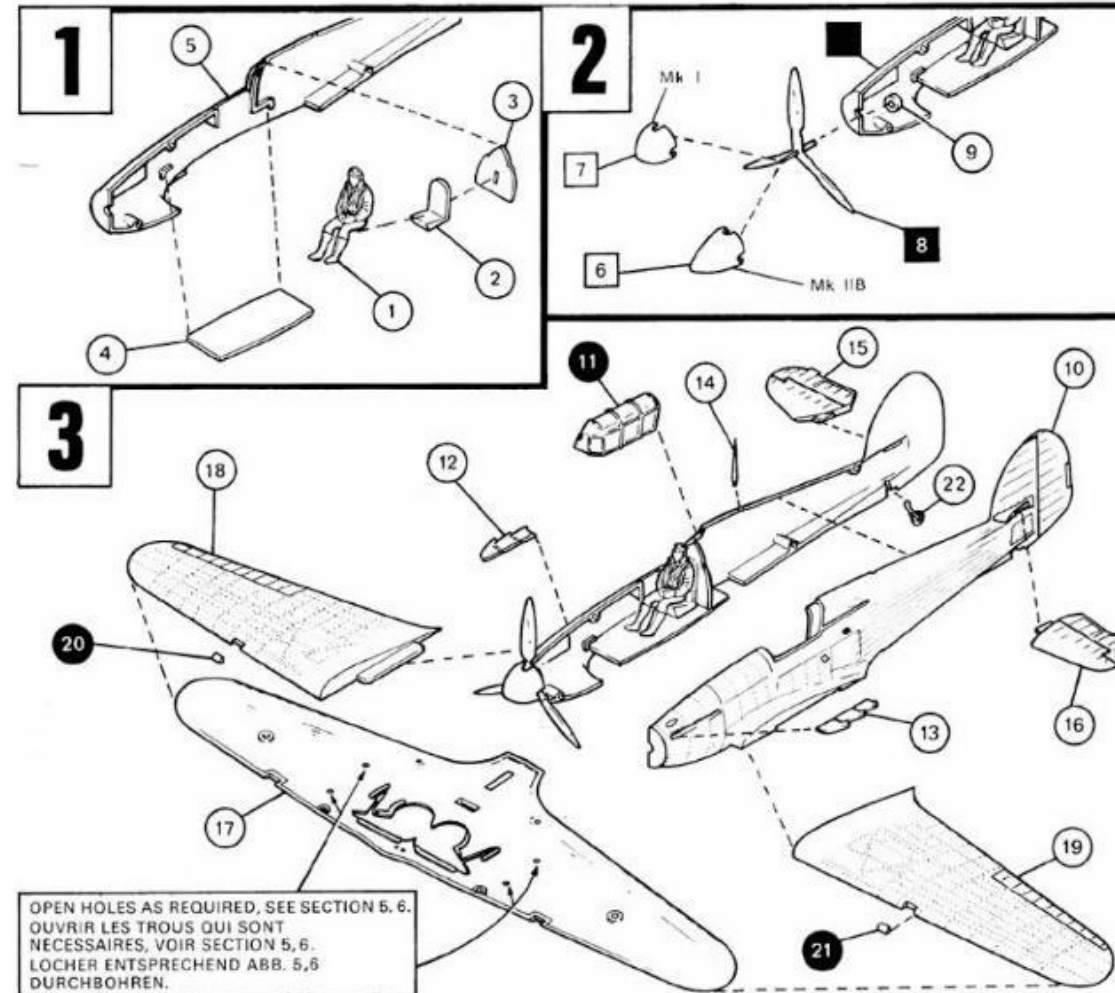
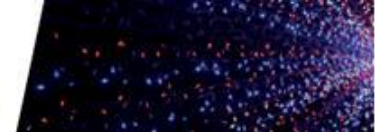


← Week 2		→ 18-19		Single		Basic		Table (Horizontal)		Export/Print	
	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00		
Monday (1st Oct 18)										CMP2019M Group D 16:00-18:00 Weeks 2, 11-12 WORKS	
Tuesday (2nd Oct 18)	CMP2090M 09:00-11:00 Weeks 1-4 LECTURE				CMP2019M 13:00-15:00 Weeks 2, 5-7 LECTURE						
Wednesday (3rd Oct 18)	CMP2090M Group B 09:00-11:00 Weeks 1-4 WORKS										
Thursday (4th Oct 18)											
Friday (5th Oct 18)	CMP2091M 09:00-11:00 Weeks 2-7			CMP2060M 12:00-13:00 Weeks 1-6				CMP2060M Groups A, B 15:00-17:00			

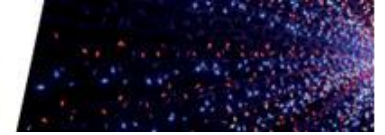
Content



Instructions



Exemplars



ACTUAL SIZE
Length 134mm Width 175mm Pieces 74

PAINTING INSTRUCTIONS

Hawker Typhoon IB
No.266 Squadron, 2nd Tactical Air Force,
Royal Air Force, Holland and Germany, April/May 1945.

30 33 56 64 78 106

Output



Output



Output





MARK3003 Campaign Planning 2019/2020

Workbook

The purpose of this workbook is to make it clear what work you need to have undertaken with regards to the assessment each week. This will help you plan your time.

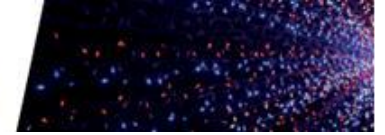
There are 8 activities related to each assessment. These need to be brought to class (other submission requirements may be identified) and signed off by the tutor.

You must get at least 7 out of the 8 activities signed off for the first assessment to receive formative feedback to help you with the report.

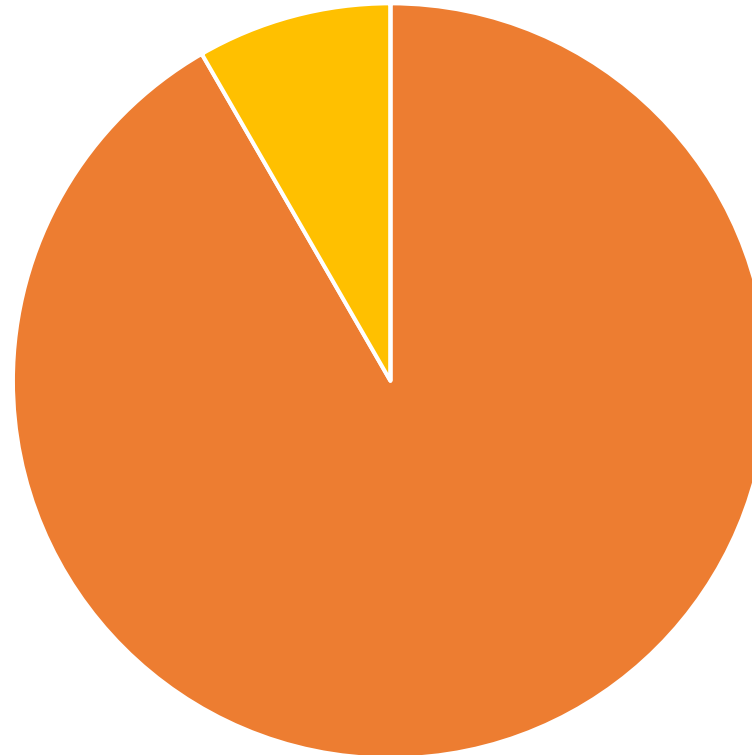
You must get at least 7 out of the 8 activities signed off for the second assessment to gain the development marks for the posters.

If you are unable to attend for any reason you must let the module tutor know by email and submit your work within 24 hours to be signed off electronically. If you have any other issues affecting your ability to attend class or complete the activities you must speak to the module leader (Roger).

Workbook

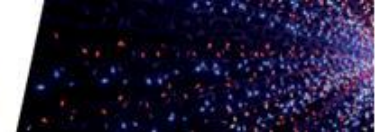


The workbook helps me to understand what I need to do for the taught class

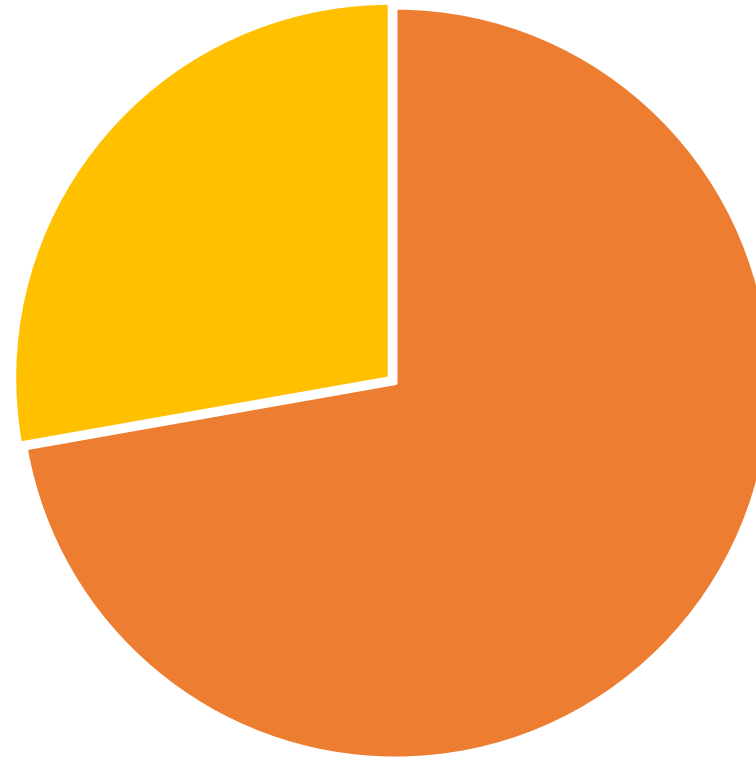


■ Completely ■ Somewhat ■ Not at all

Workbook

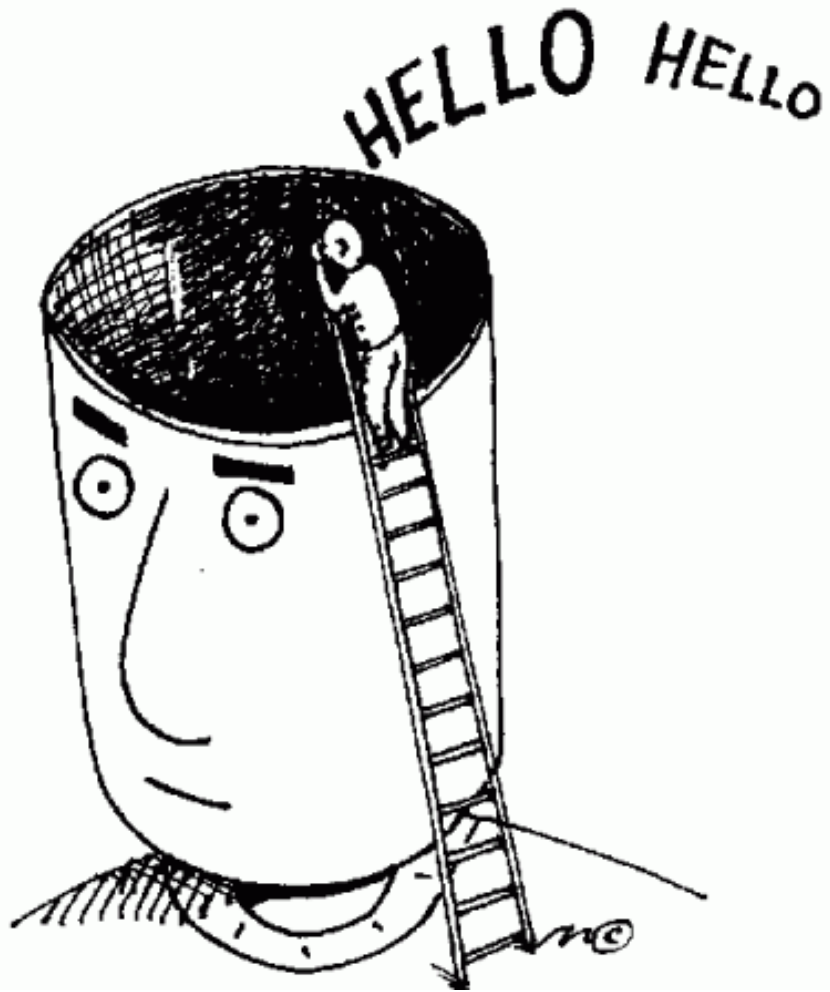


The workbook helps me manage my time

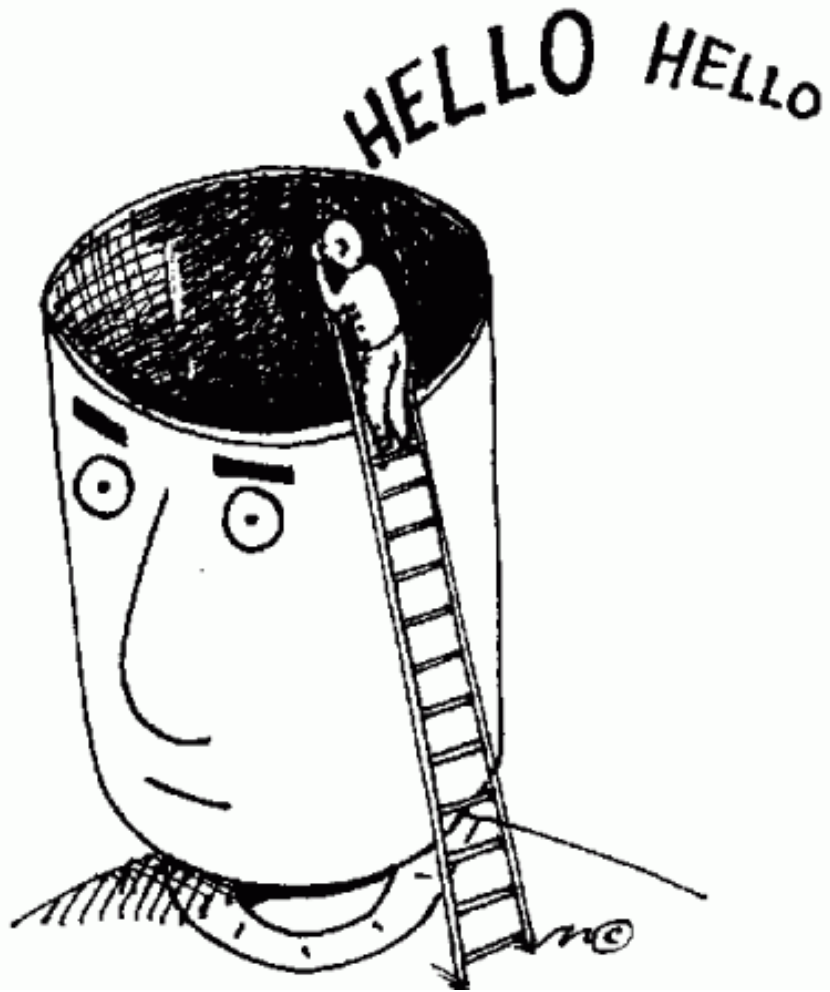
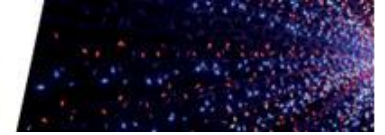


■ Completely ■ Somewhat ■ Not at all

Issues



Issues



Time on task



MARK3003 Campaign Planning 2020/2021

Module Study Guide



Hi. I'm Roger Saunders and I'm the module leader. Welcome to your final year and this 30 credit module that will look at advertising campaign analysis and design.

The Covid 19 pandemic has been hard on lots of people and has massively affected the way we live and work. This includes how we deliver our teaching and as a way to help you deal with this and stay on track I've created this study guide as a simple, step-by-step aid to working your way through the content and assessment of this module. You should look at the information, activities and tasks each week, prior to attending your live seminar. I hope you'll find it helpful, inspirational, and maybe even fun.

The most important thing is to ask questions (roger.saunders@dmu.ac.uk) if you're unsure, anxious or just want a little extra help. Questions help us, as lecturers, make sure that you're getting exactly what you need, because you're all different and we want to tailor our support.



<https://www.goalcast.com/2018/07/25/habits-of-the-worlds-fittest-people/michelle-obama-quote-focused-empowered/>

Time on task



How to use this study guide: 1, 2, 3, 4



1 Each week, before you attend the live session you'll need to look at the slides and listen to the audio that you'll find on Blackboard, in the Learning Materials Tab. There will often be other material for you to look at if you want to increase your knowledge and understanding of that week's topic.



2 When you see this icon it means there's an activity for you to do, which you'll need to complete before you attend your live seminar and which you'll get formative feedback on in week 10. **All the activities relate to the assessment.** If you see a box you should write your response in this.

Some questions will specify a number of words/sentences, but you should never need to write more than half a side of A4, including citations/URLs. Remember that collecting this information and putting down these ideas each week will help you get the best mark you can for your assessments.



3 When you see this icon there will be a creative consideration which requires you to do something, it might involve creating a sketch, sending an email, adding to a discussion thread or something else. It's important to participate as it will help you with the seminar and the assessment.



4 Lastly you need to attend the live seminar (check your timetable), which can be accessed via the collaborate tab on Blackboard – just think of it as a virtual classroom. **You must email me if you are unable to attend.**

If you have any problems or questions email me roger.saunders@dmu.ac.uk. I promise I'll respond as quickly as I can. If you remember something else or need clarification on a response then just send another email. It doesn't matter how many you send. It does matter that you get what you need.

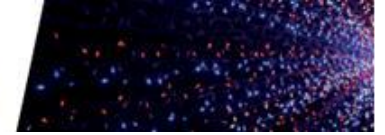
Time on task



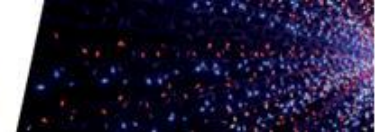
Time on task



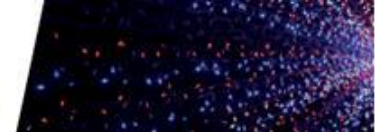
Time on task



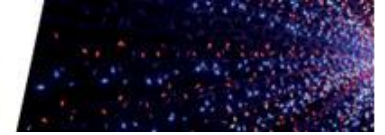
Time on task



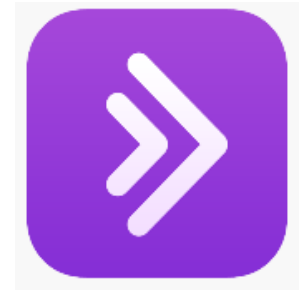
Time on task



Time on task



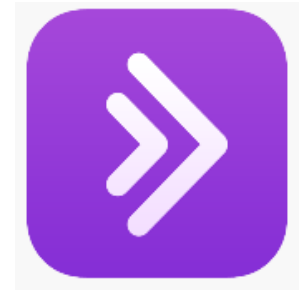
Time on task



Time on task



Time on task





Read **one** of the three IPA Effectiveness Case Studies in the learning materials tab (in the pre-week 1 activity folder) and answer the following questions (you'll need to have answers ready for the seminar):

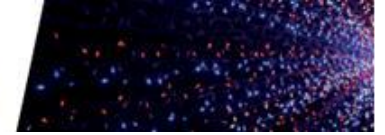
What was the challenge/problem/issue that the brand faced? (Max 1 sentence)

What was the main focus of their response? (Max 2 sentences)

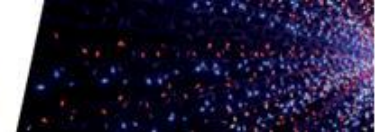


Engagement

CENTRE FOR
ACADEMIC
INNOVATION



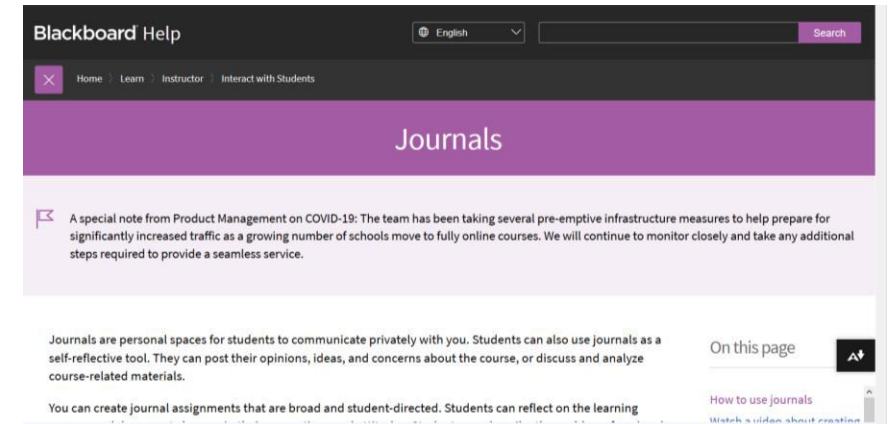
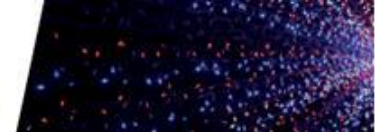
Engagement



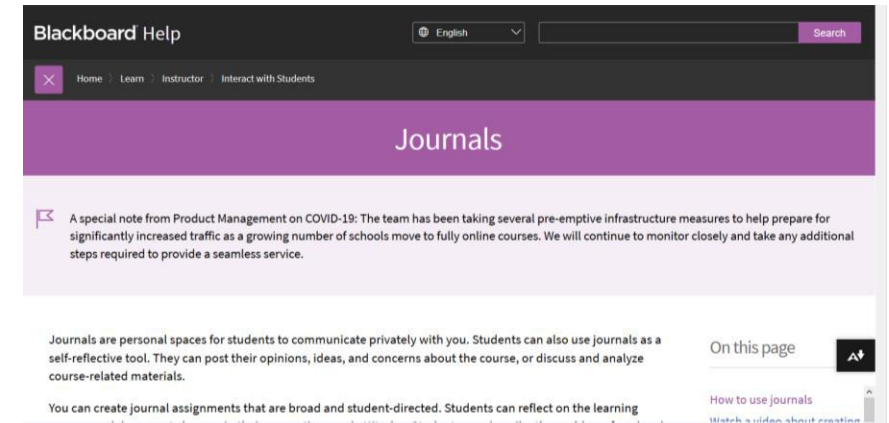
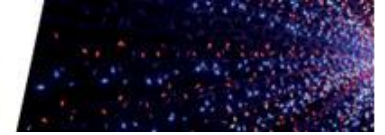


Engagement

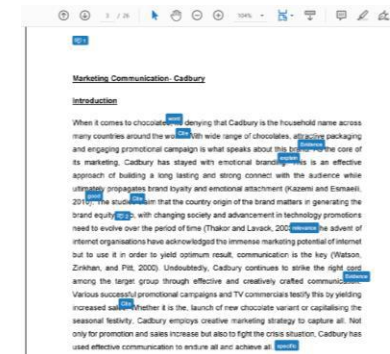
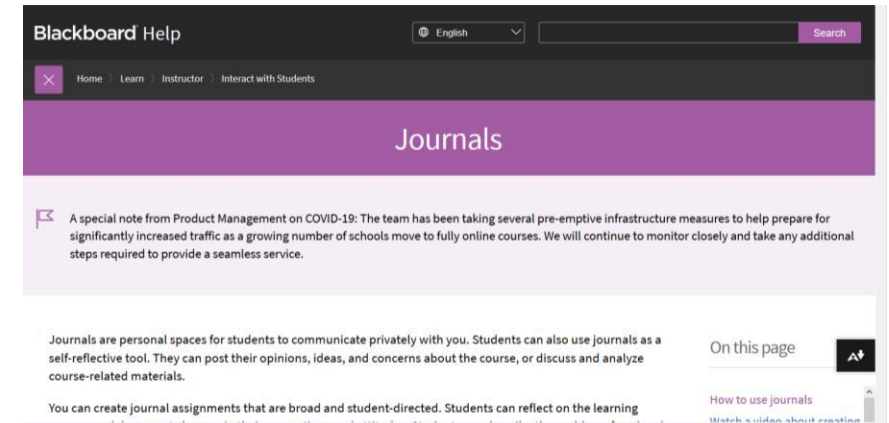
CENTRE FOR
ACADEMIC
INNOVATION



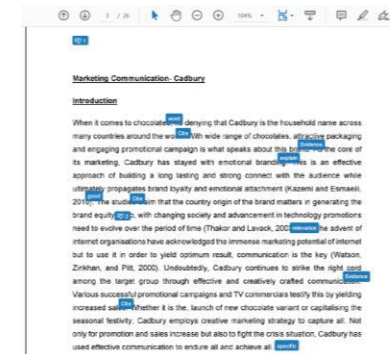
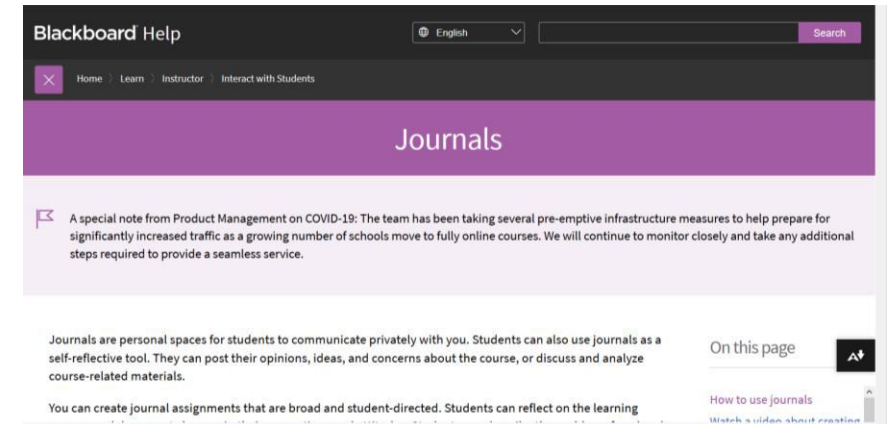
Engagement



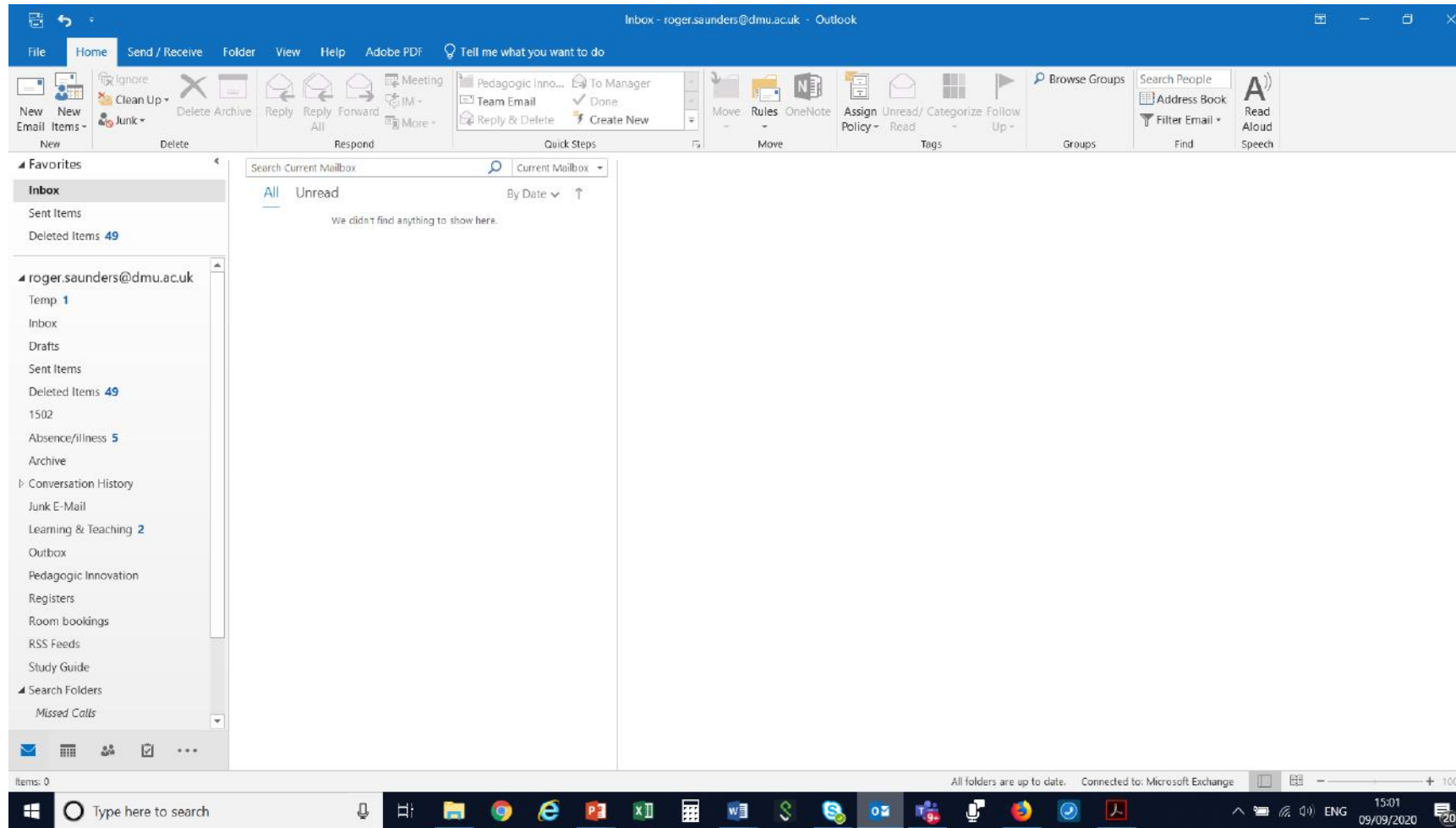
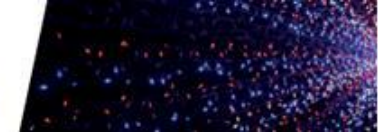
Engagement



Engagement



Communication



The screenshot displays the Microsoft Outlook application window. The title bar reads "Inbox - roger.saunders@dmu.ac.uk - Outlook". The ribbon menu is set to "Home" and includes tabs for "Send / Receive", "Folder", "View", "Help", "Adobe PDF", and "Tell me what you want to do". The ribbon contains various action buttons such as "New Email", "Clean Up", "Delete", "Archive", "Reply", "Forward", "Respond", "Quick Steps", "Move", "Rules", "OneNote", "Assign Policy", "Unread/Read", "Categorize", "Follow Up", "Browse Groups", "Search People", "Address Book", and "Read Aloud Speech".

The left-hand navigation pane shows the "Favorites" section with "Inbox" selected. Below it, the "Deleted Items" folder is visible with a count of 49. The main mailbox "roger.saunders@dmu.ac.uk" is expanded, showing folders like "Temp 1", "Inbox", "Drafts", "Sent Items", "Deleted Items 49", "1502", "Absence/illness 5", "Archive", "Conversation History", "Junk E-Mail", "Learning & Teaching 2", "Outbox", "Pedagogic Innovation", "Registers", "Room bookings", "RSS Feeds", "Study Guide", and "Search Folders" (containing "Missed Calls").

The central pane shows a search for "Current Mailbox" with filters for "All" and "Unread". Below the search bar, it states "We didn't find anything to show here." The bottom status bar indicates "Items: 0" and "All folders are up to date. Connected to: Microsoft Exchange". The Windows taskbar at the bottom shows the system tray with the time "15:01" and date "09/09/2020".

Communication

