

ADVERTISING

TRIMESTER 1 - Bachelor & Diploma units

PERSUASION & REPRESENTATION

→ MEDIA COMMUNICATIONS

In this unit, students are introduced to key concepts and theories of communication focusing on how signs, brands and icons function as persuasive techniques in the media landscape. Students examine how communication channels shape the reception of information and identify barriers to communication such as technology, psychology and ideology.

INTRODUCTION TO MARKETING & ADVERTISING

→ ADVERTISING PRINCIPLES

Students are introduced to the fundamental principles of marketing and advertising and explore how they relate. Students consider the evolution of the 4P's, 7Ps and 4Cs of marketing and glean an overview of the principles that inform marketing decisions and influence advertising briefs.

TRIMESTER 2 - Bachelor & Diploma units

MEDIA & SOCIETY

→ MEDIA COMMUNICATIONS

In this unit, students are introduced to the ways in which media interact with society, cultural norms and communities. Students will examine the role of media as both influence and reflection of society as well as introducing students to theoretical debates around mass media, social media, globalisation and consumer culture.

ADVERTISING CAMPAIGN STRATEGY

→ ADVERTISING PRINCIPLES

This unit prepares advertising students to think strategically and work creatively to design a targeted campaign strategy. Students will gain knowledge on integrated marketing and the marketing mix in relation to campaign strategy as well as how to turn a client brief into a creative brief.

TRIMESTER 3 - Bachelor & Diploma units

NARRATIVE & STORYTELLING

→ MEDIA COMMUNICATIONS

This unit will explore the fundamentals of storytelling: narrative and character structure. Students will learn about aspects of narrative, including genre, style and theme. They will create stories and apply them to development of brand narrative and community management

CONSUMER BEHAVIOUR

→ ADVERTISING PRINCIPLES

In this unit, students will develop an understanding of consumer behavior and customer relationship management. Consumer behavior includes disciplines such as psychology, demographics, psychographics, sociographics and customer retention and acquisition analysis.

COMMUNICATION DESIGN

→ CREATIVE PRACTICE

This subject introduces students to the principles of communication design and provides practical instruction for the techniques used to design compelling content. Students will learn design concepts such as typography, visual hierarchies and arrangement, soundscapes, music, and haptics.

CRITICAL THINKING

→ INDUSTRY AWARENESS

This subject introduces students to critical thinking and communication skills that empower students to apply them to their studies. Critical thinking can involve making judgments and evaluations to distinguish fact from opinion, making informed opinions, assessing the validity of a theory, and application of theories to practical situations.

COPYWRITING

→ CREATIVE PRACTICE

This unit offers students an analytical framework, theoretical concepts and practical experience through which to develop creative strategy and to write compelling headlines, persuasive body copy and engaging scripts and scenarios for advertising and media communications in response to client briefs.

CRITICAL SURVEY

→ INDUSTRY AWARENESS

This unit is designed to develop student's critical thinking knowledge and skills, building on the concepts explored in Critical Thinking. Students are presented with a broad survey of the communications and creative industries and asked to critically examine industry roles, practices and structures.

APPLIED MEDIA PROJECT

→ CREATIVE PRACTICE

This unit examines content production structure, methodologies and practices and provides an overview of the various models under which they operate. Students examine client/producer relationships and explore the development and negotiation of briefs.

HUMAN-CENTRED DESIGN

→ INDUSTRY AWARENESS

This unit focuses on developing critical skills and tools for complex problem solving using human centered design (HDC) strategy. Students will be provided with a human perspective to consumers and acquire skills that will allow them to observe, solve problems and apply creative solutions to the practice of HDC.

TRIMESTER 4 - Bachelor only units

CONTEMPORARY ART, DESIGN & CULTURAL HISTORY

→ MEDIA COMMUNICATIONS

In this unit, students gain an understanding and appreciation of the relationship between art, design, and culture and how these create a context for digital media projects. Students learn about art history and major artistic trends. They research and review various aspects of design history, theory and aesthetics. The unit examines the significance of art and design as platforms for shaping and interpreting the context in which digital media projects are created.

ADVERTISING AGENCY MODELS

→ ADVERTISING PRINCIPLES

In this unit, students investigate, through an overview of the creative agency environment, the advertising agency workplace, opportunities for freelance consultancies and alternative advertising models such as micro agencies, digital agencies and pods. Students will also address issues of ethics, sustainability and social responsibility in the agency model.

TRIMESTER 5 - Bachelor only units

COMMUNICATIONS LAW, ETHICS & REGULATION

→ MEDIA COMMUNICATIONS

This unit provides students with a theoretical and practical overview of law, ethics and the regulatory codes which are relevant to the communications sector. It explores aspects of intellectual property law, and privacy and commercial law and how it is related to issues of copyright and trademarks, data protection, censorship and defamation.

CREATIVE IDEATION

→ ADVERTISING PRINCIPLES

This unit helps students develop their creative intelligence in their advertising practice. Students will examine theories and concepts of creativity and the principles of ideation, through which students can make connections between theories of creative thinking and their advertising process

TRIMESTER 6 - Bachelor only units

RELEVANT DISRUPTION & GLOBAL ENGAGEMENT

→ MEDIA COMMUNICATIONS

In this unit, students investigate concepts and theories of relevant disruption. They examine and discover how disruption can inform both commercial and non-commercial communications and activities. The unit addresses irrelevant disruption, ethics, environmentalism, and the future in the context of global engagement. Students analyse why these are now critical to the success of building digital media products or brands and how they provide key competitive advantages, as well as social commentary.

CREATIVE ENTREPRENEURSHIP

→ ADVERTISING PRINCIPLES

This unit is about enhancing the skills and knowledge most often associated with successful entrepreneurs, with emphasis being placed on the skills and knowledge required to successfully analyse and plan new businesses. Students are offered the opportunity to fine-tune their career plans as they process through the unit and anticipate decision making and ethical challenges.

ART DIRECTION FOR ADVERTISING

→ CREATIVE PRACTICE

This unit examines the roles of art direction in advertising, with a focus on increasing knowledge and skills in the role, which includes developing creative strategies, aesthetic judgement, idea generations and collaboration. Students will develop project coordination skills and learn to realise a creative vision in response to a brief.

SOCIAL IMPACT PROJECT

→ INDUSTRY AWARENESS

In this unit, students consider how marketing strategies and techniques can be used to influence social issues by affecting consumer behavior. Students examine the principles and theories of social marketing as well as their practical implementation and how this aligns with social responsibility and brand ethics.

CREATIVE CAMPAIGN DEVELOPMENT

→ CREATIVE PRACTICE

In this unit, students increase their knowledge and skills in advertising campaign development and practice idea generation in response to a creative brief. Students will gain proficiency in working with creative briefs in the development of a campaign and refine copywriting skills as well as integrate creative elements through campaign development.

GROUP PROJECT

→ INDUSTRY AWARENESS

In this unit, students work across degree programs and areas of specialisation to plan and execute a collaborative project. Students will work with a mentor who will provide guidance and advice as students propose, plan and execute their project.

ADVERTISING CAMPAIGN PROJECT CAPSTONE

→ CREATIVE PRACTICE

This subject sees student plan and realise an advertising campaign that synthesises knowledge and skills developed in previous study. Students will produce a substantial project that they can include in their portfolio. Students will also be expected to consider the social implications of their campaign project.

INDUSTRY PLACEMENT

→ INDUSTRY AWARENESS

In this unit, students will complete an advertising industry placement. They will consider their own strengths and weaknesses, knowledge, skills and ability when placed into a professional work situation. Students will be involved in the day-to-day activities of a chosen work place where they will have the opportunity to apply some theoretical knowledge and practical skills they have developed through the course.