Graduate Certificate in Business (Strategic Advertising)

The real world of advertising involves strategy, planning and creativity. If you are looking to freshen up your skills or move into advertising, QUT offers you a choice of programs with an opportunity to do both.

Advertising professionals communicate skilfully through various media the products and services offered by an organisation.

Informational, and often considered a persuasive marketing tool, advertising may be used in combination with other marketing tools, such as promotions or publicity.

The strategic advertising major focuses on the management of the advertising function, including understanding consumers, marketing management, integrated marketing communication and research.

The Graduate Certificate in Business provides you with a pathway to QUT’s Master of Business (Strategic Advertising).

**Why choose this course?**

This course is designed to extend your real-world strategic advertising knowledge and skills.

The advertising study area is focused on equipping you with an understanding of crucial advertising theory and contemporary practice. It will empower you with critical thinking, problem solving and a strategic insight to face real world challenges and diverse business issues in the area of account service, planning, media, creative and digital advertising.

In undertaking this study area you will also acquire effective professional communication and intercultural skills to work collaboratively with the advertising industry across diverse national and international business contexts.

**Flexible delivery**

Units in this postgraduate program are delivered using a mix of face-to-face, online and blended learning technologies. All course materials are placed online including course lecture materials, practical session guides, readings and help guides.

**Real-world learning**

Developed in consultation with industry, our programs incorporate real-world case analysis, activities and workplace projects. You will also benefit from meaningful connections with industry leaders and practitioners as they share their insights into essential skills and attributes needed for professional practice.

You will learn how to exercise creativity, independent judgement and critical reflection, to plan, design, adapt and implement strategies and solutions that contribute to real world business practice and research.

**Entry requirements**

**Academic entry requirement**

A completed recognised bachelor degree in any discipline.
Minimum English requirements
Students must meet the English proficiency requirements.

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<th>IELTS (International English Language Testing System)</th>
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<td>Overall</td>
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<td>Listening</td>
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<td>Reading</td>
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Course structure
Students must complete two core units and two electives.

Careers and outcomes
As a QUT advertising graduate, you could work as an advertising manager, planning and controlling the advertising for your employer and liaising with advertising agencies. You may work as an advertising planner or researcher, or within the media as a sales representative or copywriter.

Careers in advertising agencies include account manager, creative manager, media buyer or in production roles.

Business advantage
The QUT Business School’s Business Advantage program is a free program offered to all business students. It can help you develop skills through interaction, discussion, cooperation and debate with other students, business, government, education and community leaders. The program includes: guest presentations from inspiring industry, community and university leaders; sessions focused on specific social and professional skills; challenging interaction aimed at developing skills through new experiences; and provides a certificate of completion for students to include in their resume or portfolio. Not only does this program offer you excellent networking opportunities, but also the opportunity to gain highly relevant experiences and skills that you can apply throughout your career.