Graduate Certificate in Advertising (IF94)

Year offered: 2011
Admissions: Yes
CRICOS code: 048325E
Course duration (full-time): 1 semester
Course duration (part-time): 2 semesters
Domestic Fees (indicative): 2011: Full fee tuition $8,750 (indicative) per semester
International Fees (indicative): 2011: $11,500 (indicative) per semester
Domestic Entry: February and July
International Entry: February and July
Total credit points: 48
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: AsPro Helen Klaebe (Creative Industries); Mr Bill Proud (Business)
Discipline coordinator: Ms Louise Grayson (Creative Industries); Bill Proud (Business)
Campus: Gardens Point and Kelvin Grove

Why choose this course?
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Who should do this course?
This course is designed to introduce learners to key facets of the advertising industry and to provide insights into both creative and strategic advertising.

Course Structure
To graduate with a Graduate Certificate in Advertising, students are required to successfully complete 48 credit points, as specified in the course structure below.

Articulation
This course articulates into IX96 Master of Advertising (Creative Advertising) or BS16 Master of Business (Strategic Advertising).

English language requirements
In addition to the above academic entry requirements, standard English language requirements apply. See the details for ‘all degrees’ at: http://www.qut.edu.au/study/applying/english-language-requirements.jsp

Full-time and Part time course structure

| Semester 1 |
|-----------------
| AMN420 Advertising Management *Part time students will enrol in two units over two semesters. |

AMN421 Contemporary Issues in Advertising

KIP424 Advertising Creative: Introduction
Choose one from the following units (KIP426 is strongly recommended):

- KIP401 Visual Communication
- KIP426 Advertising Creative: Copywriting and Art Direction

NOTES:
* KIP424 will be recoded to KAP401 from July 2012. Please enrol in KIP424 if you wish to study this unit in the first half of 2012. Please enrol in KAP401 if you wish to study this unit in the second half of 2012.

* KIP426 will be recoded to KAP402 from July 2012. Please enrol in KIP426 if you wish to study this unit in the first half of 2012. Please enrol in KAP402 if you wish to study this unit in the second half of 2012.

Potential Careers:
Advertising Professional.

UNIT SYNOPSES

AMN420 ADVERTISING MANAGEMENT
This unit empowers students to make effective management decisions within the advertising process. It examines the setting of advertising objectives, and the need for coordination of these with marketing, communication and organisational objectives. It develops a sound understanding of advertising regulations and ethics, budgeting, research and campaign coordination. It further examines management's participation in the creative, media and production processes, and the contribution of advertising management to the cohesion and creativity of the agency.

Antirequisites: CON417   Equivalents: AMX420   Credit points: 12   Contact hours: 3 per week   Campus: Gardens Point   Teaching period: 2011 SEM-1 and 2011 SEM-2

AMN421 CONTEMPORARY ISSUES IN ADVERTISING
This unit surveys the intellectual foundations of a number of contemporary issues emerging within the advertising discipline and provides sophisticated, systematic explanations of their societal implications and consequences. It also explores how these issues are addressed by business, government and organisation.

Prerequisites: AMN420   Antirequisites: CON412   Equivalents: AMX421   Credit points: 12   Contact hours: 3 per week   Campus: Gardens Point   Teaching period: 2011 SEM-1 and 2011 SEM-2
KIP401 VISUAL COMMUNICATION
Communication Design deals with visual communication and the creation of meaning through images. This unit will introduce you to the principles, production and presentation of visual design and communication.

**Antirequisites:** KIB101, KIB801  **Credit points:** 12  
**Contact hours:** 4 per week  **Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

KIP424 ADVERTISING CREATIVE: INTRODUCTION
This unit provides an introduction to the creative side of advertising, involving the analysis of advertising creative content, the development of creative strategies, creative concepts, and the crafting of persuasive ideas. The unit is the foundation for further work in creative advertising, and provides you with a thorough grounding in creative advertising history, industry practices, strategies and concept development.

**Equivalents:** KCP404, KCP360  **Credit points:** 12  
**Contact hours:** 3 per week  **Campus:** Kelvin Grove

KIP426 ADVERTISING CREATIVE: COPYWRITING AND ART DIRECTION
Copywriting and art direction are fundamental to creative advertising practice. Both tasks exist at the front end of advertising: copywriters and art directors help to bring advertising campaigns to life through creative concept development, writing, and liaising with both clients and artists. This unit builds on the introductory creative advertising units. It examines contemporary advertising theory and practice and develops practical skills in writing and art directing. Case studies examine a wide range of advertising campaigns, including campaigns to sell products, corporate reputations, and not-for-profit organisations.

**Prerequisites:** KIP424, KCP404, or KCP360 (can be enrolled in the same teaching period)  **Equivalents:** KCP406, KCP362  **Credit points:** 12  
**Contact hours:** 3 per week  **Campus:** Kelvin Grove