Graduate Certificate in Advertising (IF94)

Year offered: 2013
Admissions: Yes
CRICOS code: 048325E
Course duration (full-time): 13 weeks
Course duration (part-time): 26 weeks
Course duration notes: This course is offered full-time over one semester or part-time over two semesters.
Domestic Fees (indicative): 2013: $9,000 (indicative) per Semester
Student Services and Amenities Fee
You’ll need to pay the Student Services and Amenities Fee (SSAF) as part of your course costs. More information on the SSAF - http://www.student.qut.edu.au/fees-and-finances/study-costs/fee-schedule/table-1-student-services-and-amenities-fee

Start month: February, July
Deferment allowed: No
Total credit points: 48
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr John Banks (Creative Industries); Mr Bill Proud (Business)
Discipline coordinator: Dr Linda Pollard (Creative Industries); Bill Proud (Business)
Campus: Gardens Point and Kelvin Grove
Attendance: Part-time, Full-time
Additional Requirements:

A bachelor degree with an overall grade point average of 4.5 or above (on a 7-point scale).

Special entry
Applicants who do not met the entry requirements may be considered for special entry. Previous tertiary study, grade point average and documented relevant professional experience at an advanced level will be considered.

Course highlights
- Develop skills required to create original and thought-provoking communications involving strategy, planning and creativity.
- Devise campaigns for real products in a wide range of media, building a complete and professional portfolio.
- Complete in 1 semester full-time, or 2 semesters part-time.

Details:
Creative advertising is all about ideas.

Join our intensive creative advertising postgraduate program to learn the practical skills required to derive and execute your own great advertising ideas.
A unique suite of units offered by the Creative Industries and Business faculties provides you with the skills to create stunning, original and thought-provoking communications involving strategy, planning and creativity.
Throughout this challenging hands-on course, taught by industry professionals, you will learn to unleash your creativity from week one. You will develop your skills in copywriting, art direction and creative campaign production all within a theoretical perspective. From idea conception to delivery, you will learn how to work to a client’s brief and how to present your ideas effectively.
If you are looking to freshen up your skills or make a career move into the exciting world of creative advertising, this is the ideal place to develop your skills to industry standard. You will devise campaigns for real products in a wide range of media, resulting in a thorough and professional portfolio.

Full-time and Part time course structure

February Entry

* Part time students will enrol in two units over two semesters.
AMN420 Advertising Management
AMN421 Contemporary Issues in Advertising
KAP401 Advertising Creative: Introduction
Choose one from the following units (KAP402 is strongly recommended):
KAP402 Advertising Creative: Copywriting and Art Direction
KIP401 Critical Practices in Visual Design

July Entry

* Part time students will enrol in two units over two semesters.
AMN420 Advertising Management
AMN421 Contemporary Issues in Advertising
KAP401 Advertising Creative: Introduction
Choose one from the following units (KAP402 strongly recommended):
KAP402 Advertising Creative: Copywriting and Art Direction
KIP401 Critical Practices in Visual Design

NOTES:
* KIP424 has been recoded KAP401 from July 2012.
* KIP426 has been recoded KAP402 from July 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.  
Prerequisites: CON417  
Equivalents: AMX420  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 SEM-2

KAP401 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: KIP424, KCP404, KCP360  
Credit points: 12  
Campus: Kelvin Grove  
Teaching period: 2013 SEM-1 and 2013 SEM-2

KAP402 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: KAP401 or KIP424 or KCP404 or KCP360 (can be enrolled in the same teaching period)  
Equivalents: KIP426, KCP406, KCP362  
Credit points: 12  
Contact hours: 4 per week  
Campus: Kelvin Grove  
Teaching period: 2013 SEM-1 and 2013 SEM-2