Graduate Certificate in Advertising (IF94)

Year offered: 2010
Admissions: Yes
CRICOS code: 048325E
Course duration (full-time): 1 semester
Course duration (part-time): 2 semesters
Domestic fees (indicative): 2010: Full fee tuition $8,750 (indicative) per semester
International Fees (indicative): 2010: $10,250 (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: Dr Helen Klaebe (Creative Industries); Dr Amanda Gudmundsson (Business)
Discipline coordinator: Ms Louise Grayson (Creative Industries); Bill Proud (Business)
Campus: Gardens Point and Kelvin Grove

Overview
The real world of advertising involves strategy, planning, and creativity. If you are looking to freshen up your skills or move into advertising, this program offered by the Creative Industries and Business faculties provide you with an opportunity to do both.

These courses provide the opportunity for you to develop skills in copywriting, art direction, creative campaign production, and production management. These skills will be applied across print media, television, radio, direct mail, and the Internet.

Entry Requirements
A bachelor degree with an overall grade point average of 5 or above (on a 7-point scale). Applicants without the requisite entry requirements may be considered for special entry. Previous tertiary study, grade point average and relevant professional experience at an advanced level will be considered.

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).

Full-time and Part time course structure

Semester 1

*Part time students will enrol in two units over two semesters.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>AMN420</td>
<td>Advertising Management</td>
</tr>
<tr>
<td>AMN421</td>
<td>Contemporary Issues in Advertising</td>
</tr>
<tr>
<td>KIP424</td>
<td>Advertising Creative: Introduction</td>
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Choose one from the following units (KIP426 is strongly recommended):

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<tr>
<td>KIP401</td>
<td>Visual Communication</td>
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<tr>
<td>KIP426</td>
<td>Advertising Creative: Copywriting and Art Direction</td>
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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
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 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
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 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:** 2010 SEM-1 and 2010 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  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**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  
**Teaching period:** 2010 SEM-2