

ADVERTISING, MAJOR (0159)

Western Sydney University Major Code: 0159

Previous Code: M1121.1

Available to students in other Western Sydney University

Programs: Yes. Check that your program has the available credit points required to complete the subjects in this field of study. Any requisite requirements must also be met. Consult your Program Advisor for further advice.

The Advertising major gives students a thorough grounding in general principles of communication as well as practical skills in advertising. The external major can be completed by students enrolled in the Bachelor of Business. The major offers a balance of advertising theory and practice and focuses on real, project-based outcomes. Areas of study include advertising strategy, advertising creative and art direction, client and account management, digital and social media contexts, advertising campaigns.

Location

Campus	Mode	Advice
Parramatta Campus - Victoria Road	Internal	EnquiriesHCA@westernsydney.edu.au
Penrith Campus	Internal	EnquiriesHCA@westernsydney.edu.au

Major Structure

Creative Industries Students

Creative Industries students must first complete their Introduction to major subject, as part of the core requirements of the program, prior to enrolling in this major.

Subject	Title	Credit Points
MKTG 1001	Advertising: An Introduction	10

Students must complete 80 credit points as follows.

Subject	Title	Credit Points
Level 2 subjects		
COMM 2001	Account and Client Management	10
MKTG 2001	Advertising: Creative	10
COMM 2006	Advertising: Media	10
COMM 2011	Communication Strategies	10
Level 3 subjects		
COMM 3045	Advertising: Campaigns	10
COMM 3014	Digital Communication	20
Select one of the following:		10
COMM 3018	Internship	
COMM 3037	Transmedia Production	
Total Credit Points		80

Bachelor of Business Students

Bachelor of Business students must complete the following structure.

Students must complete 80 credit points as follows

Subject	Title	Credit Points
Level 1 subject		
MKTG 1001	Advertising: An Introduction	10

Level 2 subjects

COMM 2001	Account and Client Management	10
MKTG 2001	Advertising: Creative	10
COMM 2006	Advertising: Media	10
COMM 2011	Communication Strategies	10

Level 3 subjects

COMM 3045	Advertising: Campaigns	10
COMM 3014	Digital Communication	20

Total Credit Points **80**

Equivalent Subject

The subject listed below counts towards completion of this major for students who passed this subject in 2019 or earlier.

COMM 3007 Communication Campaigns, replaced by COMM 3045 Advertising: Campaigns

Related Programs

Bachelor of Arts/Bachelor of Creative Industries (1842) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-arts-bachelor-creative-industries/>)

Bachelor of Business (2786) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-business/>)

Bachelor of Communication/Bachelor of Creative Industries (1840) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-communication-bachelor-creative-industries/>)

Bachelor of Communication/Bachelor of International Studies (1707) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-communication-bachelor-international-studies/>)

Bachelor of Communication (1696) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-communication/>)

Bachelor of Communication (Dean's Scholars) (1736) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-communication-deans-scholars/>)

Bachelor of Communication/Bachelor of Business (1819) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-communication-bachelor-business/>)

Bachelor of Creative Industries (1838) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-creative-industries/>)

Bachelor of Design/Bachelor of Creative Industries (1839) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-design-bachelor-creative-industries/>)

Bachelor of Music/Bachelor of Creative Industries (1841) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-music-bachelor-creative-industries/>)

Diploma in Business/Bachelor of Business (6037) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/diploma-business-bachelor-business/>)

Diploma in Communication/Bachelor of Creative Industries (6009) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/diploma-communication-bachelor-creative-industries/>)

Diploma in Communication/Bachelor of Communication (6007) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/diploma-communication-bachelor-communication/>)