

ADVERTISING, MINOR (0159)

Western Sydney University Minor Code: 0159

Previous Code: SM1123.1

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 minor gives students a thorough grounding in general principles of communication as well as practical skills in advertising through project-based learning. The minor 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 media contexts, advertising campaigns.

Location

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

Minor Structure

Creative Industries students must first complete MKTG 1001 Advertising: An Introduction as their Introductory Major subject in order to undertake this minor.

Students must complete 40 credit points consisting of 20 credit points at Level 2 and 20 credit points at Level 3 from the subjects as follows

Note: Please plan enrolment in minor subjects carefully - subjects at Level 2 and Level 3 may have pre-requisites. Students should consult their Academic Program Advisors if they require further information.

Level 2

Subject	Title	Credit Points
Select 20 credit points of the following:		20
COMM 2001	Account and Client Management	
MKTG 2001	Advertising: Creative	
COMM 2006	Advertising: Media	
COMM 2011	Communication Strategies	
Total Credit Points		20

Level 3

Subject	Title	Credit Points
Select 20 credit points of the following:		20
COMM 3045	Advertising: Campaigns	
COMM 3014	Digital Communication	
Total Credit Points		20

Equivalent Alternate Subjects

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

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

Related Programs

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

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/>)