

MKTG 1001 ADVERTISING: AN INTRODUCTION

Credit Points 10

Legacy Code 100706

Coordinator John Greig ([https://directory.westernsydney.edu.au/search/name/John Greig/](https://directory.westernsydney.edu.au/search/name/John%20Greig/))

Description In this unit students gain a grounding in the key areas of advertising and the steps in the advertising process, viz. research, strategy, creative (copywriting & art direction), production, account service, media planning and marketing communication. Students are also introduced to the issues surrounding advertising and its role in society.

School Humanities & Comm Arts

Discipline Advertising

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 1 subject

Equivalent Subjects LGYA 0210 - Advertising and Society LGYA 0580- Introduction to Advertising MKTG 1002 - Advertising An Introduction (WSTC)

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Put a basic advertising plan together (which demonstrates an understanding of the key steps in the advertising process.)
2. use elementary research skills to inform the plan
3. write a basic creative brief (advertising strategy)
4. engage in advertising media planning and the use of other marketing communication vehicles
5. engage in the advertising creative process
6. explain issues related to advertising's role in society and ideas of ethics in advertising
7. demonstrate written and verbal communication skills

Subject Content

The steps in the process of making ads, the structure of the industry and jobs in the industry.

The use of research in developing ads and simple information gathering skills.

Consumer behaviour - why it's important and how it can be used to help develop effective strategy.

Advertising strategy - why it's important, kinds of strategies and how to write a creative brief

Advertising creative (copywriting and art direction) - key principles for effective work & creative techniques

Media planning - the different media available and the pros and cons of each.

How advertising works to influence people's buying decisions.

Advertising's role in society

Ethics in advertising.

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Project	3,000 words	40	N	Group
Issues Debate	Presentation 3 mins; Written debate 500 words	30	N	Individual
Weekly Exercises	Approx 30 mins-1hr per quiz	20	N	Individual
Quiz	Approx 30mins - 1hr, plus attendance at guest lecture	5	N	Individual
Participation	Tutor to assess student against five criteria	5	N	Individual

Prescribed Texts

- Felton, G. (2013). Advertising Concept & Copy. (3rd ed.). New Jersey: Prentice Hall Englewood Cliffs.

Teaching Periods

Autumn Penrith (Kingswood)

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1001_22-AUT_KW_D#subjects)

Online

Online

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Sydney City Campus - Term 2 Sydney City

Day

Subject Contact Ming Diao ([https://directory.westernsydney.edu.au/search/name/Ming Diao/](https://directory.westernsydney.edu.au/search/name/Ming%20Diao/))

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UEH-Session 2

Vietnam

Day

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Spring

Online

Online

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Parramatta - Victoria Rd

Day

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Sydney City Campus - Term 3

Sydney City

Day

Subject Contact Ming Diao ([https://directory.westernsydney.edu.au/search/name/Ming Diao/](https://directory.westernsydney.edu.au/search/name/Ming%20Diao/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1001_22-SC3_SC_D#subjects)