

# MKTG 1002 ADVERTISING: AN INTRODUCTION (WSTC)

**Credit Points** 10

**Legacy Code** 700088

**Coordinator** Bader Unnisa Mehdi ([https://directory.westernsydney.edu.au/search/name/Bader Unnisa Mehdi/](https://directory.westernsydney.edu.au/search/name/Bader%20Unnisa%20Mehdi/))

**Description** In this unit students gain a grounding in the key areas of advertising and the key steps in the advertising process, viz. research, strategy, creative (copywriting & art direction), 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/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 1 subject

**Co-requisite(s)** Students enrolled in the combined Diploma/Bachelor courses listed below must pass all College Preparatory units listed in the course structure before progressing to the Year 2 units

**Equivalent Subjects** MKTG 1001 - Advertising An Introduction

**Restrictions** Students must be enrolled at Western Sydney University, The College. Students enrolled in Extended Diplomas must pass 40 credit points from the preparatory subjects listed in the program structure prior to enrolling in this University level subject.

## 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

1. The steps in the process of making ads, the structure of the industry and jobs in the industry
2. The use of research in developing ads and simple information gathering skills
3. Consumer behaviour ? why it's important and how it can be used to help develop effective strategy
4. Advertising strategy ? why it's important, kinds of strategies and how to write a creative brief
5. Advertising creative (copywriting and art direction) ? key principles for effective work and creative techniques
6. Media planning ? the different media available and the pros and cons of each

7. Marketing communication ? direct marketing, sales promotion, PR, personal selling and new media
8. How advertising works to influence people's buying decisions
9. Advertising's role in society
10. 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
Quiz	500 words	20	N	Individual
Applied Project	1800 words	50	N	Individual
Debate	Presentation - 5 minutes Critical Review based on presentation -700 words	30	N	Individual

Teaching Periods

## Term 1

### Nirimba Education Precinct

#### Day

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View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG1002\\_22-T1\\_BL\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1002_22-T1_BL_D#subjects))

## Term 2

### Nirimba Education Precinct

#### Day

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View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG1002\\_22-T2\\_BL\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1002_22-T2_BL_D#subjects))

## Term 3

### Nirimba Education Precinct

#### Day

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View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG1002\\_22-T3\\_BL\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1002_22-T3_BL_D#subjects))