MKTG 2001 ADVERTISING: CREATIVE

Credit Points 10

Legacy Code 100552

Coordinator John Greig (https://directory.westernsydney.edu.au/search/name/John Greig/)

Description This is a practice-oriented subject designed to teach students how to conceive and produce original and effective advertising to meet strategic goals. From interpretation of a brief, to creating and evaluating concepts, and presenting campaigns, the course aims to mirror real processes within the advertising industry.

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 2 subject

Pre-requisite(s) MKTG 1001

Learning Outcomes

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

1. engage meaningfully in the 'creative process' of advertising, integrating image, word, and other elements into effective advertising concepts, across a range of media
2. continually improve on their ideas. Collaboration, and critical self and peer evaluation are key to this process.
3. apply a variety of approaches to idea generation and development, in order to identify techniques and processes which maximize students' own potential.
4. explain many of the unique and differing issues involved in creating effective concepts for different media and audiences
5. create a number of advertising concepts within a common campaign theme, as the foundation for effective brand building
6. explain a range of fundamental executional terms and issues, and typical processes involved in the production of advertising concepts
7. present a portfolio which showcases, professionally and clearly, a range of advertising concepts
8. apply presentation skills which clearly communicate creative concepts

Subject Content

The brief as a tool; how to interpret/interrogate it
Different approaches to the creative process and concept development
Working with visuals and copy
Characteristics of different media - what works, what doesn't & why
Campaigns - 'characteristics and elements of big ideas' in brand-building
Evaluation and criticism
Presentation & production - overview of processes

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.

Type	Length	Percent	Threshold	Individual/ Group Task
Professional Task	Not specified	60	N	Individual
Professional Task	Not specified	40	N	Individual

Prescribed Texts

- Felton, George. Advertising Concept & Copy (2013) W.W. Norton & Company Inc., New York
- Foster, Jack. How To Get Ideas, (2007) Berrett-Keohler New York

Teaching Periods

Autumn (2022)
Penrith (Kingswood)
Day
Subject Contact John Greig (https://directory.westernsydney.edu.au/search/name/John Greig/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2001_22-AUT_KW_D#subjects)

Sydney City Campus - Term 2 (2022)
Sydney City
Day
Subject Contact Ming Diao (https://directory.westernsydney.edu.au/search/name/Ming Diao/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2001_22-SC2_SC_D#subjects)

Spring (2022)
Online
Online
Subject Contact John Greig (https://directory.westernsydney.edu.au/search/name/John Greig/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2001_22-SPR_ON_O#subjects)

Parramatta - Victoria Rd
Day
Subject Contact John Greig (https://directory.westernsydney.edu.au/search/name/John Greig/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2001_22-SPR_PS_D#subjects)

Vietnam Session 1 (2023)
Vietnam
On-site
Subject Contact Jacki Montgomery (https://directory.westernsydney.edu.au/search/name/Jacki Montgomery/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=MKTG2001_23-UT1_UE_1#subjects)

Autumn (2023)
Penrith (Kingswood)
On-site
Subject Contact John Greig (https://directory.westernsydney.edu.au/
search/name/John Greig/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=MKTG2001_23-AUT_KW_1#subjects)

Vietnam Session 2 (2023)
Vietnam
On-site
Subject Contact John Greig (https://directory.westernsydney.edu.au/
search/name/John Greig/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=MKTG2001_23-UT2_UE_1#subjects)

Sydney City Campus - Term 2 (2023)
Sydney City
On-site
Subject Contact Ming Diao (https://directory.westernsydney.edu.au/
search/name/Ming Diao/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=MKTG2001_23-SC2_SC_1#subjects)

Spring (2023)
Online
Online
Subject Contact John Greig (https://directory.westernsydney.edu.au/
search/name/John Greig/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=MKTG2001_23-SPR_ON_2#subjects)

Parramatta - Victoria Rd
On-site
Subject Contact John Greig (https://directory.westernsydney.edu.au/
search/name/John Greig/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=MKTG2001_23-SPR_PS_1#subjects)

Vietnam Session 3 (2023)
Vietnam
On-site
Subject Contact John Greig (https://directory.westernsydney.edu.au/
search/name/John Greig/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=MKTG2001_23-UT3_UE_1#subjects)