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 provides a strong foundation in current advertising practice, exposing students to authentic agency experiences and sharpening their skills as communicators and persuaders. Areas of study include advertising strategy, media, copywriting and design, and campaigns. Students will develop the skills they need to succeed in a range of contexts, including campaign development, creative messaging and media planning.

Location

Campus	Mode	Advice
Parramatta Campus - Victoria Road	Internal	EnquiriesHCA@westernsydney.edu.au
Penrith Campus	Internal	EnquiriesHCA@westernsydney.edu.au
Online	Online	EnquiriesHCA@westernsyd
Sydney City Campus*	Internal	EnquiriesHCA@westernsydney.edu.au
Vietnam Campus*	Internal	EnquiriesHCA@westernsyd

*Curriculum delivered through an agreement with another party

Minor Structure

If you commenced in 2024 or later please refer to the Structure 2024 tab for details.

Creative Industries students must first complete MKTG 1001 (https://hbook.westernsydney.edu.au/subject-details/mktg1001/) 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 Subject

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

Minor Structure

This structure applies to students who commenced in 2024 or later. If you commenced prior to 2024 please refer to the Structure 2023 tab for details

Students must complete 40 credit points from the pool below. Please note that Level 1 pre-requisites for Level 2/3 subjects may apply.

Subject	Title	Credit Points
Level 1 subject		
MKTG 1001	Advertising: An Introduction	
Level 2 subjects		
MKTG 2001	Advertising: Creative	
MKTG 2013	Advertising: Strategy	
Level 3 subjects		
COMM 3045	Advertising: Campaigns	
COMM 3051	Advertising: Media	
Total Credit Points		**40**

Related Programs

Bachelor of Communication (1696) (https://hbook.westernsydney.edu.au/programs/bachelor-communication/)

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

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

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

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