

# MKTG 2001 ADVERTISING: CREATIVE

**Credit Points** 10

**Legacy Code** 100552

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

**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 subject aims to mirror real processes within the advertising industry.

**School** Humanities & Comm Arts

**Discipline** Advertising

**Student Contribution Band** HECS Band 4 10cp

Check your fees 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 2 subject

**Pre-requisite(s)** MKTG 1001 OR DESN 1007

## Learning Outcomes

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

- engage meaningfully in the 'creative process' of advertising, integrating image, word, and other elements into effective advertising concepts, across a range of media
- continually improve on their ideas. Collaboration, and critical self and peer evaluation are key to this process.
- apply a variety of approaches to idea generation and development, in order to identify techniques and processes which maximize students' own potential.
- explain many of the unique and differing issues involved in creating effective concepts for different media and audiences
- create a number of advertising concepts within a common campaign theme, as the foundation for effective brand building
- explain a range of fundamental executional terms and issues, and typical processes involved in the production of advertising concepts
- present a portfolio which showcases, professionally and clearly, a range of advertising concepts
- 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	Mandatory
Professional Task	Not specified	60	N	Individual	N
Professional Task	Not specified	40	N	Individual	N

Prescribed Texts

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

Teaching Periods

## Sydney City Campus - Term 2 (2024)

### Sydney City

**On-site**

**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=MKTG2001\\_24-SC2\\_SC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2001_24-SC2_SC_1#subjects))

## Spring (2024)

### Penrith (Kingswood)

**On-site**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG2001\\_24-SPR\\_KW\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2001_24-SPR_KW_1#subjects))

## Online

**Online**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG2001\\_24-SPR\\_ON\\_2#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2001_24-SPR_ON_2#subjects))

## Parramatta - Victoria Rd

**On-site**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG2001\\_24-SPR\\_PS\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2001_24-SPR_PS_1#subjects))

## Vietnam Session 3 (2024)

### Vietnam

**On-site**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG2001\\_24-UT3\\_UE\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2001_24-UT3_UE_1#subjects))

## Sydney City Campus - Term 1 (2025)

### Sydney City

#### On-site

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG2001\\_25-SC1\\_SC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG2001_25-SC1_SC_1#subjects))

## Spring (2025)

### Penrith (Kingswood)

#### On-site

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG2001\\_25-SPR\\_KW\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG2001_25-SPR_KW_1#subjects))

### Online

#### Online

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG2001\\_25-SPR\\_ON\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG2001_25-SPR_ON_2#subjects))

### Parramatta - Victoria Rd

#### On-site

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG2001\\_25-SPR\\_PS\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG2001_25-SPR_PS_1#subjects))

## Vietnam Session 3 (2025)

### Vietnam

#### On-site

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG2001\\_25-UT3\\_UE\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG2001_25-UT3_UE_1#subjects))