

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 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:

- 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
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

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

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Spring (2022)

Online

Online

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Parramatta - Victoria Rd

Day

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

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Vietnam Session 1 (2023)

Vietnam

On-site

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

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Autumn (2023)

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/))

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Vietnam Session 2 (2023)

Vietnam

On-site

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Sydney City Campus - Term 2 (2023)

Sydney City

On-site

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Spring (2023)

Online

Online

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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/))

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Vietnam Session 3 (2023)

Vietnam

On-site

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