

ADVERTISING, MAJOR (0159)

Western Sydney University Major Code: 0159

Previous Code: M1121.1

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 major provides a thorough grounding 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, client and account management, digital and social media contexts, the creation and delivery of advertising campaigns, plus an internship. Students will develop the skills they need to succeed in a range of contexts, from client liaison and campaign development, to 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@westernsydney.edu.au |
| Sydney City Campus* | Internal | EnquiriesHCA@westernsydney.edu.au |
| Vietnam Campus* | Internal | EnquiriesHCA@westernsydney.edu.au |

*Curriculum delivered through an agreement with another party

Major Structure

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

Bachelor of Business Students

Bachelor of Business students must complete the structure under the heading for Bachelor of Business below.

Creative Industries Students

Creative Industries students must complete their Introduction to major subject, as part of the core requirements of the program, prior to enrolling in this major.

| Subject | Title | Credit Points |
|-----------|------------------------------|---------------|
| MKTG 1001 | Advertising: An Introduction | 10 |

Students must complete 80 credit points as follows

Level 2 subjects

| Subject | Title | Credit Points |
|-----------|-------------------------------|---------------|
| COMM 2001 | Account and Client Management | 10 |
| MKTG 2001 | Advertising: Creative | 10 |
| COMM 2006 | Advertising: Media | 10 |
| COMM 2011 | Communication Strategies | 10 |

Level 3 subjects

| Subject | Title | Credit Points |
|------------------------------|------------------------|---------------|
| COMM 3045 | Advertising: Campaigns | 10 |
| COMM 3014 | Digital Communication | 20 |
| Select one of the following: | | 10 |
| COMM 3018 | Internship | |
| COMM 3037 | Transmedia Production | |
| Total Credit Points | | 80 |

Bachelor of Business Students

Students must complete 80 credit points as follows

Level 1 subject

| Subject | Title | Credit Points |
|-----------|------------------------------|---------------|
| MKTG 1001 | Advertising: An Introduction | 10 |

Level 2 subjects

| Subject | Title | Credit Points |
|-----------|-------------------------------|---------------|
| COMM 2001 | Account and Client Management | 10 |
| MKTG 2001 | Advertising: Creative | 10 |
| COMM 2006 | Advertising: Media | 10 |
| COMM 2011 | Communication Strategies | 10 |

Level 3 subjects

| Subject | Title | Credit Points |
|---------------------|------------------------|---------------|
| COMM 3045 | Advertising: Campaigns | 10 |
| COMM 3014 | Digital Communication | 20 |
| Total Credit Points | | 80 |

Equivalent Subject

The subject listed below counts towards completion of this major for students who passed this subject in 2019 or earlier.

COMM 3007 Communication Campaigns, replaced by COMM 3045 (<https://hbook.westernsydney.edu.au/archives/2023-2024/subject-details/comm3045/>) Advertising: Campaigns

Major 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 80 credit points as follows:

| Subject | Title | Credit Points |
|------------------|-------------------------------|---------------|
| Level 1 subject | | |
| MKTG 1001 | Advertising: An Introduction | 10 |
| Level 2 subjects | | |
| COMM 2001 | Account and Client Management | 10 |
| MKTG 2001 | Advertising: Creative | 10 |
| MKTG 2013 | Advertising: Strategy | 10 |
| Level 3 subjects | | |
| COMM 3045 | Advertising: Campaigns | 10 |
| COMM 3018 | Internship | 10 |
| COMM 3051 | Advertising: Media | 10 |

| | | |
|----------------------------|----------------------------------|-----------|
| COMM 3054 | Digital and Social Communication | 10 |
| Total Credit Points | | 80 |

Related Programs

Bachelor of Arts/Bachelor of Creative Industries (1842) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-arts-bachelor-creative-industries/>)

Bachelor of Business (2786) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-business/>)

Bachelor of Communication/Bachelor of Creative Industries (1840) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-communication-bachelor-creative-industries/>)

Bachelor of Communication/Bachelor of International Studies (1707) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-communication-bachelor-international-studies/>)

Bachelor of Communication (1696) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-communication/>)

Bachelor of Communication (Dean's Scholars) (1736) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-communication-deans-scholars/>)

Bachelor of Communication/Bachelor of Business (1819) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-communication-bachelor-business/>)

Bachelor of Communication/Bachelor of Laws (2752) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-communication-bachelor-laws/>)

Bachelor of Communication/Bachelor of Laws (Honours) (2833) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-communication-bachelor-laws-honours/>)

Bachelor of Creative Industries (1838) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-creative-industries/>)

Bachelor of Design/Bachelor of Creative Industries (1839) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-design-bachelor-creative-industries/>)

Bachelor of Music/Bachelor of Creative Industries (1841) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-music-bachelor-creative-industries/>)

Bachelor of Communication / Bachelor of International Studies (1932) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-communication-bachelor-international-studies/>)

Diploma in Business/Bachelor of Business (6037) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/diploma-business-bachelor-business/>)

Diploma in Communication/Bachelor of Creative Industries (6009) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/diploma-communication-bachelor-creative-industries/>)

Diploma in Communication/Bachelor of Communication (6007) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/diploma-communication-bachelor-communication/>)