

ADVERTISING STUDIES, MINOR (0043)

Western Sydney University Minor Code: 0043

Previous Code: SM1125.1

From 2024, students should take 0159 Advertising, minor (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/advertising-minor/#structuretext>) instead.

The Advertising Studies minor equips students with skills, knowledge and hands-on experience in preparation for a career in an Advertising Creative or Media Agency. The minor provides the necessary foundation in the general principles and practices of the Advertising industry through project-based learning. Areas of study include advertising research, strategy, creative, media planning and buying, campaigns and client management.

Location

Campus	Mode	Advice
	Online	enquiriesHCA@uws.edu.au
Parramatta Campus - Victoria Road	Internal	enquiriesHCA@uws.edu.au
Penrith Campus	Internal	enquiriesHCA@uws.edu.au

Minor Structure

Bachelor of Design (Visual Communication) Students

Bachelor of Design (Visual Communication) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-design-visual-communication/>) students must complete 40 credit points as follows.

Subject	Title	Credit Points
Compulsory Subject		
MKTG 1001	Advertising: An Introduction	10

Select three of the following Level 2 and 3 subjects

Level 2

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

Level 3

Subject	Title	Credit Points
COMM 3045	Advertising: Campaigns	10
COMM 3014	Digital Communication	20

All Other Students

Students must complete 40 credit points as follows.

Subject	Title	Credit Points
COMM 2001	Account and Client Management	10
MKTG 1001	Advertising: An Introduction	10
MKTG 2001	Advertising: Creative	10

COMM 2006	Advertising: Media	10
Total Credit Points		40

NOTE: Some of the pool subjects have pre-requisite requirements. Students should check the details of each subject prior to making their selection, and seek Program Advice if they are unsure which subjects to choose.

Equivalent Alternate Subjects

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

Related Programs

Bachelor of Design (Visual Communication) (1571) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-design-visual-communication/>)

Diploma in Design/Bachelor of Design (Visual Communication) (6011) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/diploma-design-bachelor-design-visual-communication/>)