

ADVERTISING, MAJOR (0159)

Western Sydney University Major Code: 0159

Previous Code: M1121.1

Available to students in other Western Sydney University Programs:

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	COMM 3045	Advertising: Campaigns	10
Online	Online	EnquiriesHCA@westernsydney.edu.au	COMM 3014	Digital Communication	20
Sydney City Campus*	Internal	EnquiriesHCA@westernsydney.edu.au	Select one of the following:		
Vietnam Campus*	Internal	EnquiriesHCA@westernsydney.edu.au	COMM 3018	Internship	10
			COMM 3037	Transmedia Production	

*Curriculum delivered through an agreement with another party

Major Structure Current

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			

Major Structure 2023

If you commenced in 2024 or later please refer to the Structure Current 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:		
COMM 3018	Internship	10
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/2024-2025/subject-details/comm3045/>) Advertising: Campaigns

Related Programs

Bachelor of Arts/Bachelor of Creative Industries (1842) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-arts-bachelor-creative-industries/>)

Bachelor of Business (2786) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-business/>)

Bachelor of Communication/Bachelor of Creative Industries (1840) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-creative-industries/>)

Bachelor of Communication/Bachelor of International Studies (1707) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-international-studies/>)

Bachelor of Communication (1696) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication/>)

Bachelor of Communication (Dean's Scholars) (1736) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-deans-scholars/>)

Bachelor of Communication/Bachelor of Business (1819) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-business/>)

Bachelor of Communication/Bachelor of Laws (2752) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-laws/>)

Bachelor of Communication/Bachelor of Laws (Honours) (2833) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-laws-honours/>)

Bachelor of Creative Industries (1838) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-creative-industries/>)

Bachelor of Design/Bachelor of Creative Industries (1839) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-design-bachelor-creative-industries/>)

Bachelor of Music/Bachelor of Creative Industries (1841) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-music-bachelor-creative-industries/>)

Bachelor of Communication / Bachelor of International Studies (1932) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-international-studies/>)

Diploma in Business/Bachelor of Business (6037) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/diploma-business-bachelor-business/>)

Diploma in Communication/Bachelor of Creative Industries (6009) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/diploma-communication-bachelor-creative-industries/>)

Diploma in Communication/Bachelor of Communication (6007) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/diploma-communication-bachelor-communication/>)