

macleay college

Unit & elective descriptors

# Bachelor of Advertising and Media



## Core units – year one

### Creative Process

This subject introduces you to the strategic and creative processes practiced within the advertising industry. You'll be learning about the creative briefing process, how to develop creative ideas, then to implement those ideas for print media such as ads, posters, magazines and outdoor. The subject also investigates the use of semiotics, symbolism and visual language in advertising.

### Foundations of Marketing

Marketing is a crucial and overriding activity in the relationship between business and advertising. In this subject you'll be introduced to the fundamental concepts of marketing and how marketers respond to various aspects of consumer behaviour and psychology. This includes looking at the variety of activities marketers engage in such as segmenting markets, targeting customers, building brands, selling and developing promotional campaigns.

### Digital Design

In this subject you'll be learning basic design and art direction skills using form, colour, typography and layout to create posters, brochures, advertisements and presentations. You'll also be learning how to create digital artwork, presentations and pre-press production for print and online advertising using the industry standard software adobe creative suite (Photoshop, Illustrator, InDesign and acrobat). You'll also be setting up your own word press blog to document your work.

### Academic and Professional Skills

This unit aims to introduce students to the academic, communication and business skills required to be successful within a personal and professional context. It takes a broad and integrated approach in supporting students and preparing them for a happy and fulfilling career. Underpinned by the principles of positive education, the unit initially focuses on supporting students' transition into Macleay College and developing their academic performance. Through a range of engaging learning experiences, the continuing development of information literacy, communication and interpersonal skills will be encouraged and facilitated. Students then extend these concepts and skills to assist with the transition to their future career plans and goals though focusing on the transferable employability skills necessary to be effective in the emerging economy.

### Campaign Thinking

This subject is an introduction to campaign advertising. You'll be starting by developing an advertising concept for a product, organisation or service using a visual metaphor which you'll be creating during an advertising photography workshop. You'll then be producing adaptations and executions for other mediums including audio visual media such as TVC's (treatments, storyboards and animatics) and web banner ads.

### Research and Insight

This subject is all about the key source of creative ideas in advertising and media – research and insight. You'll be introduced to methods and strategies for conducting research designed to generate innovative observations and insights that can create opportunities and ideas. You'll be learning about the behaviour of contemporary audiences and their worlds and how they feel about engaging with innovative products and services.

### The Business of Advertising

This subject helps you develop an understanding of the legal and regulatory frameworks that relate to the advertising industry. It explores the impact that social, cultural and ethical considerations have on the practice of advertising. The subject also examines business practice in advertising, including business structures, operating processes and external business relationships.

### Media Landscape

In this subject you'll be looking at various media channels and examining how they're used by the advertising industry to deliver strategic and effective communication messaging for consumers. It explains how research can define target consumer groups and provide media professionals with deep insights into consumer relationships with brands and communication platforms and how this information can be used to develop a media-scheduling plan. The subject explores the connections between communications strategies, media planning and investment and it also looks at job opportunities in these areas.

### Social Media Strategy

This subject focuses on the creative process and the implementation and measurement of non-traditional media and online advertising. It looks at how creative ideas can be applied to a combination of new media formats including online, social, experiential events, mobile and pr to create social media campaigns. The subject also covers brand strategies, testimonial style advertising and viral effects. You'll be learning about the role social media plays in developing advertising and media campaigns the use of analytical and data measurements to help measure a range of advertising performance measures.

### Internship 1

The internship subject helps you to develop informed insights and build valuable experience in the workplace. You'll be learning about the value of planning and preparation and its effect on your initial job search and subsequent career progression. It includes interview experience and the creation of relevant career application documents (eg. Resumés, cover letters etc). In this subject you'll also be producing an online portfolio and a blog of your professional activities.

## Core units – year two

### Brand Experience

In this subject you'll learn about the cornerstone of contemporary advertising and media - brand experience - and about both the real and the intangible essences that go to make up a brand. You'll be learning about and the way we as consumers and as marketers employ a brand's strategic worth to create experiences to generate value, meaning, sustainability, and sales.

### The Marketing Plan

This subject focuses on the coordination and integration of all marketing communication tools within an organisation (advertising, public relations, sales promotions and personal selling) and how to maximise their impact on customers and stakeholders. You'll be learning about internal and external communications, traditional and new media planning and how to identify and evaluate the range of marketing communication options and media, allowing you to design an integrated marketing communication plan.

### Digital Marketing Strategy

Traditional business disciplines are starting to appreciate the fundamental challenges presented by the application of technology to their knowledge base. In marketing, the most visible agent of change has been the internet and online transacting which has already revolutionised a number of sectors of the global economy. This subject critically analyses marketing and traditional views of marketing in the light of technological change. It explores how marketers can use different ways of understanding, creating, communicating and delivering customer value in the marketplace.

### Mobile Communications

This subject focuses on the use of advertising on mobile platforms. It introduces you to the various types of mobile ads and their distinct differences from desktop web-based ads. You'll be learning about different advertising models and how they're applied to mobile devices through stand-alone apps, mobile web and mobile social media. The subject analyses the current state of play for mobile advertising and leading agencies providing mobile ads. You'll be learning about the different mobile advertising channels (mobile web, app-based and social) and the benefits of each channel.

### Advertising: past, present and future

In this subject you'll not only be learning about the key historical and evolutionary stages in the advertising and media industries, you'll also be discussing what a potential future might look like. The subject also looks at the reasons for the shifts within the industry and how they've been affected by the evolutionary interaction between audiences, products brands, cultures and technology.

### Major Project

In this subject you'll be creating a major advertising project under the mentorship of an advertising industry professional. Your project can be creative; a strategic media project; or a marketing or account management project. The project will require you to get involved with a high degree of investigative research, deep analysis and synthesis so that you can create an original piece of work to a professional standard.

### The Pitch

In this subject you'll be learning about the dynamics of business development and pitching for new business. You'll be learning about standard pitch processes from client contact strategies through to the pitch itself. You'll be developing your strategic and creative skills, your business acumen and your ability to craft and deliver compelling pitch presentations. The subject runs in conjunction with the major project subject and includes you having the opportunity to pitch your project to an industry panel.

### Internship 2

The internship in trimester 6 comes at the end of the degree and it's designed to help give you the confidence to engage professionally with the industry you're hoping to join. By spending time working in a professional environment, you'll be developing the industry skills, knowledge and experience required to be able to plan, prepare and carry out projects and understand the importance of collaboration and being part of a professional team. During the internship, you'll also be reflecting upon your experience and recording the process and outcomes.

## Electives – year two

### Coding Fundamentals

This unit introduces students to the language of coding and its relevance and implementation in advertising and digital media. Students will gain overarching knowledge about what coding is, what it is used for, and the role it can play in the development of advertising and digital media projects and future technological development. The unit will explore a number of industry standard coding languages and define parameters for decision making around which coding language is best suited to which business and technological issue. In addition, students will develop hands-on skills in programming in one or more industry standard coding language.

### Enterprise Innovation 1

This subject encourages entrepreneurial behaviour through the introduction of the principles of entrepreneurship, the process of creativity and innovation and the impact of this process on the success of new enterprise creation. On completion of this subject you'll have an increased understanding of entrepreneurship and the significance of innovation in small and medium sized enterprises (smes). The associated skills and techniques acquired provide a strong foundation for both new product/service development and the launch of an entrepreneurial or corporate new venture.

### Advanced Digital Design

Building on the digital design subject in trimester 1, this subject delivers advanced training in the adobe's creative suite. You'll be continuing to develop your graphic design, art direction and presentation skills using colour, illustration, typography and layout in order to create visuals and production ready artwork for multidisciplinary (print and online) advertising campaigns.

### Copywriting

At the core of this subject is the importance of the central creative idea and how it's transmitted through writing. You'll be learning about writing compelling and convincing copy for advertising and the theories behind successful advertising copy. The subject teaches you how to integrate strategic, creative and ideation processes into targeted ads and advertising campaigns across traditional and non-traditional media.

### Digital Photography

This subject introduces you to digital photography as it is used in the advertising and digital media industries. The subject investigates advertising and editorial photography with appropriate equipment, such as dslr cameras. The photographic image today has become a vehicle for trans-media narrative. You'll be introduced to digital visual production chains and develop an understanding of the core concepts used in photography. You'll learn how to work with audio, light, time and motion and explore how these media interact. The subject includes technical skills based around camera operation, exposure, lighting and shooting, as well as developing conceptual and stylistic skills, photo shoot planning and budgeting.

### Consumer Behaviour

This subject explores what motivates and influences consumers in their decision-making process. It helps you understand what shapes these influences by looking at internal factors of perception, personality and attitudes, as well as the external factors of culture, social class, age and lifestyle. Included as part of this analysis, you'll be encouraged to critically appraise your own buying behaviour.

### Account Management

This subject offers specialised training for those students who are interested in the role of the account manager in advertising. It examines the two main areas of activity for an account manager - client and business management and project management and delivery.

### Art Direction and Design

This subject teaches you about the role of an advertising art director and helps you develop your knowledge and skills in the creation, management and delivery of strategic design for advertising. The subject features specialised lectures and workshops in contemporary graphic design, typography and artistic direction for photographic, film, print and online productions.

### Radio Advertising and Podcasting

This subject is designed to give you theoretical and practical experiences in audio storytelling. It covers both broadcast and webcast in the form of radio copywriting and production as well as audio creation and production for podcasts. The subject introduces you to the subtleties, difficulties and advantages of using sound-only medium. You'll also be investigating the future of radio and other audio platforms as integrated mediums with digital, online, video and social media components.

### Video Production

In this subject you'll learn about the production process involved in the making of advertising videos, and films for tv, cinema and online. You'll also learn about what happens in pre-production (director's treatment, storyboarding, location research, casting, styling, music, voice-over, graphics, production scheduling and budgeting). You'll also have practical hands-on experience with the production skills involved in filming and editing an advertising film.

### Digital Business Communications

This subject explores the exciting and changing world of digital communications, learning key tactics and tools for arising business opportunities. It covers the frameworks that underpin digital communications and includes learning about what drives increased use of social networks for business marketing success. You learn about the functionality of websites and how this meets the needs of an organisation and delivers information to end users.

## Electives – year two

### User Experience

In this subject you'll be learning how to create and develop better user experience (UX) designs. The subject covers UX for web and mobile. This subject includes why UX design is critical to the success of any website or mobile app and why it provides a key competitive advantage. You'll be researching and reviewing various aspects of target research, product development, design, technical implementation, marketing and feedback.

### Interaction Design

In this subject you'll be developing your design and coding skills in order to create and design responsive websites and interactive interfaces for commercial and creative clients and projects. The subject explores fundamental areas of web, app and screen design such as layout, type design, colour, motion, navigation, user experience and interaction. You'll also be introduced to relevant coding languages so that you can create and manipulate the structural components of web and app design.

### Content Writing

This unit develops knowledge and skills to create effective written content for brands and publishers, predominantly on digital platforms. Participants will plan, research and create effective, credible, purpose-driven written content in order to engage audiences and deliver specific outcomes. Students will learn to analyse and interpret trends and data and discern information and insights as part of the content creation process. Participants will also learn how to investigate, interrogate and validate information, sources and data.

### Advanced Video Production

In this subject you'll be developing advanced video production and post production knowledge and skills. The subject features lectures and workshops in filming, cinematography, editing and post-production designed to help you learn about the creative and production roles within the advertising and production industries.

### Enterprise Innovation 2

In recent years the high-profile success of young Australian entrepreneurs in building profitable business has been inspiring. Creating a new venture is a challenging task, one that requires specific knowledge as well as general business and entrepreneurial skills. The process of transforming creative ideas into commercially viable businesses continues to be a major challenge. Successful entrepreneurship requires more than merely luck and money. It is a cohesive process of creativity, risk taking and planning. Enterprise innovation 2 exposes you to the process of entrepreneurship and creativity. This module is about learning by doing - applying entrepreneurial thinking to the development of viable business concepts. On completion, you'll know how to develop and evaluate innovative, sustainable, investment - ready business.

### Strategic Media Planning

This subject explores what motivates and influences consumers in their decision-making process. It helps you understand what shapes these influences by looking at internal factors of perception, personality and attitudes, as well as the external factors of culture, social class, age and lifestyle. Included as part of this analysis, you'll be encouraged to critically appraise your own buying behaviour.

### Gamification

This subject teaches what you need to know about the increasingly important realm of gaming within the advertising industry. It looks at how interactivity is becoming an essential part of building brand connection and loyalty and how gaming is being used to increasingly to engage a brand's audience and emotionalise the product experience.

### App Development

In this subject you'll be learning how to conceptualise, design and create mobile apps for ios and android devices. You'll be synthesising and evaluating the various processes involved in app creation including user journeys, wireframing, interface design, testing strategies and iterative development models. You'll be learning how to analyse the scope of an app development project and draw up strategies to ensure the project achieves the intended results. This includes going through the entire app development process, from the original concept to the app's release and testing on ios and android platforms. While coding will be discussed, no coding knowledge is required. The subject

### Applied Marketing Psychology

Based on the themes of product, place, person, process and purchase, this subject examines the psychology of branding (product); psychological aspects driving online marketing (place); the psychology behind successful marketers (person); the psychology of persuasion (process) and psychological aspects that influence the buying situation (purchase). This innovative subject provides a unique view of applied marketing, integrating theories from psychology, sociology, anthropology and business studies.