Curious about...

Bachelor of Communication (Advertising)

What is CSU’s Bachelor of Communication (Advertising)?
CSU’s Bachelor of Communication (Advertising) is a three-year full-time degree designed to provide you with a global communication perspective.

The course equips you with the research, strategic planning, client management, creative, media and channel communication skills needed to be effective in the competitive world of global advertising.

In addition to the theoretical component of the course, you will gain extensive hands-on experience working in CSU’s on campus student marketing communications agency, Kajulu Communications, where you will work on projects for real clients. The experience offered through Kajulu Communications is enhanced by industry placements in Australia and overseas.

The success of the course is evident in the high rate of graduate employment. CSU’s Advertising graduates are often the first choice of advertising and media agency employers.

Career opportunities
As a graduate, you will be equipped with the skills and knowledge to work in:

• advertising agencies (creative, media, digital, experiential and interactive)
• the media, media planning and buying organisations
• advertising and market research companies
• direct response, sales promotion and other marketing consultancies.

What will I study?
This course explores areas such as advertising creative, strategic planning, channel planning and purchasing, client management, media production and media presentation. You will develop your professional skills within the contemporary communication environment of digital media and social media. Minor studies include marketing and management, public relations, design, content production, politics and sociology.

Professional recognition
This course is one of only a few Australian degrees accredited by the International Advertising Association (IAA) and the Media Federation of Australia (MFA). Graduates also receive the IAA's internationally recognised Diploma of Marketing Communications.

Some reasons for studying Advertising at CSU:

• this course has an excellent graduate employment rate
• you will gain extensive practical experience in Kajulu Communications, CSU’s on campus student marketing communications agency
• the course has professional accreditation with the International Advertising Association and the Media Federation of Australia
• there are opportunities to gain international workplace experience.

www.csu.edu.au/courses/undergraduate/communication_advertising

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Workplace learning

CSU has established an international reputation for communication learning strategies and graduate outcomes, and we offer the most awarded International Advertising Association (IAA) accredited advertising program in the world. In the final year of this course, you will gain valuable practical experience at our on campus advertising agency, Kajulu Communications, where you will develop integrated marketing communications programs for real clients.

Hands-on experience at Kajulu Communications provides opportunities for you to apply the latest theories and practices for marketing communications research, strategic campaign planning, client management, creative development, media channel planning and purchasing and production to a range of real-world advertising situations. You will do this by working in agency teams for national and international clients, brands and products and on authentic, industry-partnered projects. Past Kajulu Communications clients have included Telstra, Pfizer (Revolution), Beam Global (CC and Dry), Tourism NSW (Accredited Visitor Information Centres) and not-for-profit organisations such as the National Heart Foundation, Habitat for Humanity, Assistance Dogs Australia, the children’s charity Good Beginnings and Kids Helpline.

Students from Kajulu Communications have an outstanding record, having won the IAA’s ‘Big Idea’ advertising competition eight times in the past 11 years.

Final-year students also complete industry internships for a minimum of four weeks with clients, media organisations and agencies such as creative, media, experiential, digital and interactive.

Further information

For more information or how to apply, visit:
www.csu.edu.au/courses/undergraduate/communication_advertising

“Not only do you get the opportunity to grow through study, you get the change to grow as a person and create lasting friendships. The course is regarded as the benchmark training ground in the industry and I would recommend it to anyone with an interest in advertising.”

Joe Peschardt
CSU Advertising graduate