



# Bachelor of Communication (Advertising) / Bachelor of Business (Marketing)



## What is CSU's Bachelor of Communication (Advertising) / Bachelor of Business (Marketing)?

The Bachelor of Communication (Advertising) / Bachelor of Business (Marketing) is a unique four-year, full-time double degree designed to provide a high level of practical, industry-based knowledge and skills across both advertising and marketing.

There is an established relationship between the marketing and advertising disciplines in the communication industry. Marketers are expected to possess a significant understanding of the advertising communication process, as they invariably work closely in a client role with practitioners within advertising agencies in the development of marketing communications programs.

Advertising professionals, particularly those in client service, strategy development and planning, must have a considerable understanding from the client's perspective. They must appreciate the role marketing plays in today's integrated marketing and media communication environment. This course provides students with a broader understanding of their field.

In addition to the theoretical component of the course, you will gain extensive hands-on experience working in CSU's on campus student advertising agency, Kajulu Communications, where you will work on projects for real clients. You will also complete industry placements.

## What will I learn?

You will complete four core communication subjects, nine specialised advertising subjects, seven core marketing subjects and nine specialised marketing subjects. These subjects develop skills in areas such as professional writing, channel planning, ethics, marketing research and international marketing, as well as an understanding of accounting, brand management, ethics, digital medial, legal issues and social media.

## Career opportunities

Graduates have a broad range of career opportunities in the communication industry, including:

- advertising agencies (creative, media, digital and interactive)
- media (television and radio stations, newspaper and magazine publishers)
- advertising departments in corporations or organisations
- direct response, sales promotion or other consultancies
- marketing companies
- marketing divisions and departments within companies.

## Some reasons for studying Advertising / Marketing at CSU:

- you will gain a broad understanding of the communication industry in the closely linked advertising and marketing disciplines
- extensive practical experience working with real clients is provided in Kajulu Communications, CSU's award-winning student advertising agency, enhancing employability
- the course is one of only a few Australian degrees with accreditation from the International Advertising Association.





## Dean Kelly

### Strategic Integration Manager, Multi Channel Network

“Undertaking a degree in Advertising and Marketing at CSU has been invaluable in building my career in media and advertising. The practical approach to learning really set the foundations to hit the ground running when starting out in the industry.

“Through my studies at CSU I’ve found myself in the exciting world of TV and online media at Multi Channel Network. I’m continually working across a variety of multidimensional integrated media campaigns for a large variety of clients and categories including automotive, fast moving consumer goods (FMCG), government and beverages. I work in a team that has a strong reputation for innovative advertising, solutions and ideas and creative thinking are at the core of everything that I do.

“CSU’s course was a vital training ground that created the framework for determining clients’ needs, creating campaigns through strategic insights, and equipping me with a holistic view of the ever-changing advertising and media landscape. CSU’s communications degree provided me the tool kit to be highly successful in the competitive media landscape.”

## Workplace learning

In the final year of the course, you will spend almost all your time in Kajulu Communications, the on campus student advertising agency, working on developing integrated communications programs for real clients. Past Kajulu clients have included the United Nations, Compaq, Yahoo!, Telstra, Electrolux and not-for-profit organisations such as the National Heart Foundation, Habitat for Humanity, Foodbank and Assistance Dogs Australia.

Since its inception, Kajulu has established an international reputation for communication learning strategies and graduate outcomes, and is now the most awarded International Advertising Association (IAA) accredited advertising program in the world.

Working in Kajulu, you will apply the latest theories and practices for advertising research, communication planning, client management, creative development, media strategy and production to a range of real-world advertising situations. You do this by working in agency teams for national and international clients, brands and products.

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

Final-year students also complete internships for a minimum of four weeks.

## Your course is recognised by industry

The Bachelor of Communication (Advertising) is recognised by CSU as a Nationally Outstanding course. It is one of only a few Australian degree courses accredited by the International Advertising Association (IAA) and the Media Federation of Australia (MFA). Graduates of this course also automatically receive the IAA’s internationally recognised Diploma of Marketing Communications.

## Visit our campus

You can arrange to visit CSU’s Bathurst Campus and have a personal guided tour of the outstanding facilities available in the School of Communication and Creative Industries. Tours are led by current students, giving you real insight into the CSU experience.

You will also have the opportunity to talk to staff members or lecturers about the Advertising / Marketing program and what it’s like to study with CSU. To book a tour, phone 1800 334 733 or visit: [www.csu.edu.au/campustour](http://www.csu.edu.au/campustour)

Three working days’ notice is required for tour bookings.

## How to apply

Year 12 students apply through UAC and are selected on the basis of their ATAR and interview.

It is recommended prospective students attend an interview in either Bathurst or Sydney in late November or early December. The informal interview is designed to ensure prospective students have the opportunity to gain first-hand information about the course.

An interview form must be returned to the School of Communication and Creative Industries at Bathurst Campus at least a week before the interview date.

This form is available through the online course brochure at:

[www.csu.edu.au/courses/undergraduate/advertising\\_marketing](http://www.csu.edu.au/courses/undergraduate/advertising_marketing)

For more information about courses and how to apply, please contact [info.csu](mailto:info.csu):

Free call in Australia: 1800 334 733

International callers: +61 2 6338 6077

Facsimile: +61 2 6338 6001

[www.csu.edu.au](http://www.csu.edu.au)

