Curious about...

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

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

CSU's 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 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 marketing communications agency, Kajulu Communications, where you will work on projects for real clients. You will also complete industry placements.

Career opportunities

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

- advertising agencies (creative, media, digital, experiential 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.

What will I study?

You will study in areas that are core to both advertising and marketing including: strategy, channel planning, account management, advertising creative, professional writing, media production and presentation, ethics, buyer behaviour, business finance, market research and analysis, economics, organisational management, brand management, international marketing and strategic management.

Professional skills are developed within the contemporary communication and marketing environment of digital and social media.

www.csu.edu.au/courses/undergraduate/advertising_marketing
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 eleven 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.

Professional recognition

The Bachelor of Communication (Advertising) is one of only a few Australian degrees 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.

Further information

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

“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. Creative thinking is 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.”

Dean Kelly
Advertising and Marketing graduate