

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

includes:

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The Bachelor of Communication (Advertising) / Bachelor of Business (Marketing) familiarises students with the key areas of the advertising and marketing industries and explores an established relationship and natural synergy that exists between the advertising and marketing disciplines in the communications industry. The course aims to provide a high level of practical, industry-based knowledge and skills in both disciplines, augmenting the student's individual specialisation, be it in advertising or marketing. The course is industry-based and practical. Students work with real clients on real projects to develop marketing strategies and produce comprehensive integrated marketing communication programs. Students also extend their industry insight and understanding through an internship program of a minimum of four weeks which is undertaken by final students within major advertising and marketing companies.

The course includes the following awards:

Bachelor of Business (Marketing) *BBus(Mkt)*

Bachelor of Communication (Advertising) *BComm(Advert)*

Course Study Modes and Locations

Bachelor of Communication (Advertising) / Bachelor of Business (Marketing) (1421AM)

On Campus - Bathurst

Availability is subject to change, please verify prior to enrolment.

Normal course duration

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

Full-time 4.0 years (8.0 sessions)

Normal course duration is the effective period of time taken to complete a course when studied Full-time (Full-time Equivalent: FTE). Students are advised to consult the Enrolment Pattern for the actual length of study. Not all courses are offered in Full-time mode.

Admission criteria

[CSU Admission Policy](#)

Standard CSU and UAC admission criteria apply.

Credit

[CSU Credit Policy](#)

Students may transfer to either the Bachelor Communication (Advertising) or to the specialisation in Marketing in the Bachelor of Business in the first 2 years.

Graduation requirements

To graduate students must satisfactorily complete 256 points.

Course Structure

Core Subjects:

[ADV105](#) The Advertising Business

[ADV104](#) Advertising Principles

[ADV205](#) Advertising Creative

[ADV206](#) Channel Planning

[ADV207](#) Channel Planning In Action

[ADV317](#) Advertising Strategy & Planning (16)

[IKC101](#) Indigenous Cultures, Histories and Contemporary Realities

[COM111](#) Professional Writing

[COM114](#) Presentation for Communicators

[CCI100](#) Introduction to Media Production

[COM124](#) Communication in Context

[COM224](#) Communication Research Strategies

[CCI300](#) Professional Practice in Communication and Creative Industries (24)

[COM321](#) Communication Fieldwork

Or

[BUS370](#) Workplace Learning 3

[BUS110](#) Workplace Learning 1

[BUS220](#) Workplace Learning 2

[QBM120](#) Business Data Analysis

[MGT100](#) Organisations and Management

[MGT230](#) Ethics, Sustainability & Culture
[MKT110](#) Marketing & Society
[MKT220](#) Buyer Behaviour
[MKT230](#) Marketing Research
[MKT260](#) International Marketing
[MKT340](#) Strategic Marketing Management

Electives: Students choose five (5) Restricted Marketing electives from the following :

Three (3) restricted electives from (Set A):

[MKT235](#) Brand Management
[MKT240](#) Market Analysis & Analytics
[MKT310](#) Integrated Marketing Communication
[MKT335](#) Marketing of Services
[MKT303](#) Social & Environmental Marketing
[MKT350](#) Product Innovation Management

Plus two (2) restricted electives from (Set B):

[ACC100](#) Accounting 1
[ECO130](#) Business Economics
[LAW110](#) Business Law
[ITC105](#) Communication & Information Management

Enrolment Pattern

Full-time

Session 1

[COM114](#) Presentation for Communicators
[COM111](#) Professional Writing
[MGT100](#) Organisations and Management
[MKT110](#) Marketing and Society

Session 2

[COM124](#) Communication in Context
[MKT220](#) Consumer Behaviour
[BUS110](#) Workplace Learning 1
[IKC101](#) Indigenous Cultures, Histories and Contemporary Realities

Session 3

[ADV104](#) Understanding Advertising
[CCI100](#) Intro to Media Production
[BUS220](#) Workplace Learning 2
[QBM120](#) Business Data Analysis

Session 4

[ADV205](#) Advertising Creative
[ADV205](#) The Advertising Business
[MGT230](#) Ethics, Sustainability & Culture
Restricted Elective

Session 5

[ADV206](#) Channel Planning
[MKT230](#) Market Research
Restricted Elective
Restricted Elective

Session 6

[ADV207](#) Channel Planning in Action
[COM224](#) Communication Research Strategies
[MKT260](#) International Marketing
Restricted Elective

Session 7

[ADV317](#) Advertising Strategy and Campaign Planning (16 points)
COM321 Communication Fieldwork

or

[BUS370](#) Business Internship
Restricted Elective

Session 8

[CCI300](#) Professional Practice in Communication and Creative Industries (24 points)
[MKT340](#) Strategic Marketing Management

Workplace learning

Please note that the following subjects may contain a Workplace Learning component.

BUS110 Workplace Learning 1
BUS220 Workplace Learning 2
BUS370 Workplace Learning 3
COM321 Communication Fieldwork

Accreditation

The Bachelor of Arts (Communication - Advertising) is accredited by the International

Advertising Association in New York.

Contact

Current Students

For any enquiries about subject selection or course structure you will need to contact your Course Director. You can find the name and contact details for your Course Director in your offer letter or contact your School office.

Prospective Students

For further information about Charles Sturt University, or this course offering, please contact info.csu on 1800 334 733 (free call within Australia) or [enquire online](#).

The information contained in the 2017 CSU Handbook was accurate at the date of publication: May 2017. The University reserves the right to vary the information at any time without notice.

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