



Advertising

Undergraduate Courses
Victoria, 2019

OVERVIEW

This document has been developed to assist students and their families in researching undergraduate Commonwealth Supported place advertising courses at Victorian universities. Written by Sandie McKoy, Catholic College Wodonga. The information has been approved by the universities listed in the document.

Exploring courses

You can search the state-based Tertiary Admission Centre websites for information about courses. Where possible, information has been taken from 2019 Undergraduate Course Guides. To search for Victorian courses, use the Victorian Tertiary Admissions Centre (VTAC) course search function at www.vtac.edu.au/

- **Indicative ATAR** – ATARs listed in this document are from the 2018 intake and may change for the 2019 intake. Please only use them as a guide.
- **English prerequisite:** EAL = English as an Additional Language. 'Any other English' includes English, English Language and Literature.
- **Prerequisites** – can change throughout the year. Please use the ones listed as a guide only.

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Key Websites

- International Advertising Association, <http://iaa.org.au/>
- Media Federation of Australia, <https://bit.ly/2rXslWm>
- The Footnotes: Advertising & Media, <https://bit.ly/2le02Di>

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Deakin University

Bachelor of Communication (Advertising):

Indicative ATARs: Melbourne Burwood – 61.85, Cloud – Not Published. Must achieve a minimum study score of 25 in English (EAL) or 20 in any other English, <https://bit.ly/2rEknGI>

Professionally accredited by the International Advertising Association (IAA).

“This course is designed to produce ‘big idea’ thinkers who possess the flexibility to succeed in the dynamic world of advertising and brand communication. Breadth of knowledge is achieved with foundation studies that consider all key aspects of the industry and its impact on society.

Opportunities to specialise in strategic and creative roles during practice-led upper level units add the depth of knowledge required of future practitioners. Assessment tasks balance advertising and communication theory with practical learning experiences to produce career-ready graduates with well-developed analytical and technical capabilities. The ability to study core option and elective units in aligned fields of communication, such as design, public relations, journalism and digital media, will further build students’ skills base.”

Newsroom and Creative Media Lab, Melbourne Burwood campus, <https://bit.ly/2GzKUdQ>

Bachelor of Arts (majoring in Advertising):

Indicative ATARs: Melbourne Burwood – 60.10, Geelong Waurin Ponds – 60.80, Cloud – 69.60. Must achieve a minimum study score of 25 in English (EAL) or 20 in any other English, <https://bit.ly/2mJuCp0>

Can choose a second major or a minor in a study area such as: Public Relations, Digital Media, Journalism, Media Studies or Film, Television & Animation.

RMIT

Bachelor of Communication (Advertising): Melbourne.

Selection criteria: Range of Criteria. Must achieve a minimum study score of 33 in English (EAL) or 28 in any other English, <https://bit.ly/2rGSpdL>

Professionally accredited by the International Advertising Association (IAA).

“Learn how to initiate, plan and produce effective advertising campaigns for brands, products and consumers. Graduates work in advertising agencies, media, business and advertising and management consultancies”.

The degree has three distinct focuses – Art Direction, Copywriting and Strategy and Planning/Account Management.

According to RMIT, the degree is ranked 5th in the world and 1st in Australia (Young Guns) and is one of the few creative advertising degrees that teach business and creative strategy.

You will be required to choose a ‘contextual strand’ from one of five study areas.

Bachelor of Communication (Professional Communication): Melbourne. Selection criteria: Indicative ATAR – 82 + a minimum study score of 30 for any English. <https://bit.ly/2ldLvrr>

Students will learn about Advertising, Public Relations, Media and Journalism and choose a specialisation to undertake. You will be required to choose a ‘contextual strand’ from one of five study areas.

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Swinburne University of Technology

Bachelor of Media and Communication (Professional) (majoring in Advertising):

Hawthorn, <https://bit.ly/2sN6mdM>

Selection criteria: Indicative ATAR – minimum of 80, plus a minimum study score of 30 in English (EAL) or 25 in any other English.

Professionally accredited by the Media Federation of Australia.

Students will complete a guaranteed year of paid industry experience.

Can undertake a second major or co-major in a study area such as: Public Relations, Journalism, Media Industries, Professional Writing & Editing, Social Media, Marketing, or Screen Production.

Bachelor of Media and Communication (majoring in Advertising): Hawthorn, <https://bit.ly/2uZntbv>

Selection criteria: Indicative ATAR – minimum of 60, plus a minimum study score of 30 in English (EAL) or 25 in any other English.

This is the same course as the Professional degree, however you will not be eligible for the guaranteed year of paid industry experience.

Digital Advertising Technology: You can also study Digital Advertising Technology as a major in the following degrees:

- Bachelor of Media and Communication (Professional)
- Bachelor of Media and Communication
- Bachelor of Arts (Professional)
- Bachelor of Arts

Graduates may be eligible for membership of the Australasian Interactive Media Industry.

Swinburne University of Technology

“Digital advertising technology is an opportunity to develop the wide range of practical skills needed to operate in the digital marketing and digital advertising fields. We’ve worked with Adobe to develop courses that provide you with direct access to industry-leading Adobe Experience Cloud applications and training curriculum.

You’ll learn to use these applications for social media marketing, video marketing, digital analytics, web and mobile content development, and programmatic cross-channel marketing. You’ll also develop the skills needed to produce cutting-edge digital marketing content including graphics, video, audio, augmented reality (AR) and virtual reality (VR).”

Bachelor of Arts (Professional) (majoring in Advertising): Hawthorn, <https://bit.ly/2IUE4EQ>

Selection criteria: Indicative ATAR – minimum of 60, plus a minimum study score of 30 in English (EAL) or 25 in any other English.

Professionally accredited by the Media Federation of Australia. Students will complete a guaranteed year of paid industry experience.

Can undertake a second major in a study area such as: Public Relations, Journalism, Media Industries, Professional Writing & Editing, Social Media, Marketing, or Screen Production.

Bachelor of Arts (majoring in Advertising): Hawthorn, <https://bit.ly/2LffkFR>

Selection criteria: Indicative ATAR – minimum of 60, plus a minimum study score of 30 in English (EAL) or 25 in any other English.

This is the same course as the Professional degree, however you will not be eligible for the guaranteed year of paid industry experience.