



Advertising and Media  
+  
Digital Media

macleay college



# Welcome

Creative learning	4
Individual pathways	5
Positive education	5
Your journey	6
Course overviews	8
Industry connections	10
Industry courses	12
Advertising and Media	14
Digital Media	16

Diploma of Advertising and Media   Core subjects	18
Diploma of Advertising and Media   Electives	20
Bachelor of Advertising and Media   Core subjects	22
Diploma of Advertising and Media   Electives	24
Diploma of Digital Media   Core subjects	26
Bachelor of Digital Media   Core subjects	28
Diploma of Digital Media   Specialisation subjects	30
Bachelor of Digital Media   Specialisation subjects	31
Bachelor of Digital Media   Electives	32
How To Enrol	42
Frequently asked questions	44
Our Campuses	50

Welcome to Macleay and thank you for considering studying with us. Choosing where to study is an important decision so we hope this brochure helps you decide not only where you'd like to study, but just as importantly, how you'd like to study.

Before we go any further, we think it's important to talk about why studying at Macleay is different to studying somewhere else. It's important because our approach to education is different.

We focus very much on offering premium and individual learning experiences for our students which include understanding that everyone approaches learning differently. We do this because it works. It's led to hundreds of success stories of our students going on to realising their personal and professional dreams. Simple really.



## Creative learning

The way you'll be learning with us is also different.

For a start, most of your studies will be centred around project based learning. This means you'll be working on authentic real-life projects with your peers and with our industry based teachers in a creative learning environment where everyone has a voice and where everyone can make a contribution.

It's an environment which also provides plenty of opportunity for you to express your individuality. You could for example be pitching a social media campaign to a real client or making a video for a local band. Or you could be designing a website for a start-up fashion business or creating an advertising campaign for a social enterprise like RUOK.

Another reason why studying at Macleay is different is that we actively encourage our students to be as entrepreneurial as they would like. By this we mean we're excited about ideas and the inspiration they bring. We're excited about seeing ideas come to life and the joy that comes from discovery.

We support the principles behind design thinking which tackles problem solving through research, problem definition, ideas generation, prototyping and testing. We're comfortable with the idea that it's OK to fail fast and fail often because it's an important part of the road to success.

## Individual pathways

We understand that different people are looking for different outcomes when they come to Macleay. We also understand that everyone's journey is different. That where we've come from is different and where we're going is different.

Perhaps you're finishing high school and you're looking to start building a career. Maybe you're at university but would like to expand your view of the world by learning from industry based teachers or would like to learn in a more intimate environment with smaller classes. Maybe you're already working and would like to change the world but need to change your world first by learning something new. And maybe it's none of these things. Maybe you just want to learn about something you're interested in and then see where your journey takes you.

**POSITIVE EDUCATION** | We adopt the principles and practices of positive education at Macleay.

We teach students how to adopt a growth mindset and how to capitalise on their strengths.

Students develop skills that support relationship development, enhance personal reliance, adopt mindfulness and gratitude and encourage a healthy lifestyle. These qualities will help them respond constructively to challenges in their studies as well as their broader personal and work life.

This empowers individuals to realise their potential and flourish.



## And your journey can take you anywhere

You might be interested in discovering the world through the lens of a camera. Maybe it's the 'why' of how we behave as digital navigators. Maybe you want to make the world a better place by designing apps to address business or social issues...or use games to solve strategic brand challenges. Maybe the world of advertising and media is where you'd like to go. Or it may be you just find all worlds fascinating and the writer in you wants to tell the world why.

Choosing different pathways also recognises that everyone learns in different ways. Some people prefer learning by doing while others are more academically inclined. If you enjoy learning in a more practical hands-on way, you could study one of our Diplomas. Graduating with a Diploma gives you an industry entry level qualification and just as importantly, it also provides you with a pathway into a Bachelor Degree. Graduating with a one-year Diploma means you're halfway towards a Degree.

If you already know you'd like to study for a higher qualification, you can enrol straight into our two-year Bachelor Degree. As you know, most university Degrees are three years. We're able to offer three years of

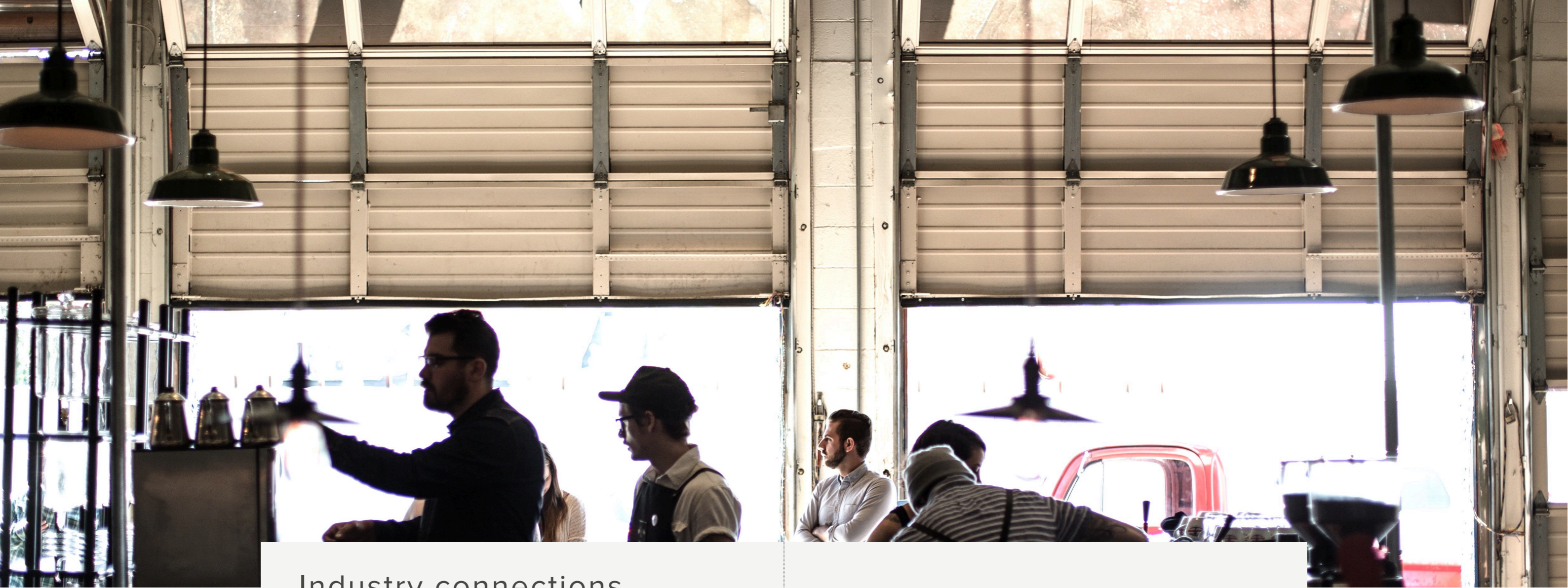
university level study in two years because we run three study periods a year instead of the university system of two study periods per year.

We regularly ask industry what and how we should be teaching to best meet their needs, and they say that more than just having a qualification, it's what and how you learn during your studies that makes you valuable and employable. From an industry point of view, if a two-year Degree is more disciplined and industry focused than a three-year Degree that can only be a good thing.

The idea that everyone's journey is different also applies to our entry criteria. There are a number of different pathways to enrolment and all the information you'll need can be found on our website by clicking [here](#). However, as with most things, it pays to do your research. And the best way to find out about enrolling is to get in touch with us and we can talk you through what your options are. It's also a really good way for you to find out what's different about us and for us to start finding out what's different about you...and in the process, be reminded that being different is what unites us all.

## Course overviews

	INTAKES	DURATION	NO OF SUBJECTS	FEES	INTERNSHIPS
<b>DIPLOMA OF ADVERTISING AND MEDIA</b>	FEBRUARY MAY SEPTEMBER	1 YEAR FULL-TIME OR 2 YEARS PART-TIME	12	12 SUBJECTS @ \$2,500	84 HOURS
<b>DIPLOMA OF DIGITAL MEDIA</b>	FEBRUARY MAY SEPTEMBER	1 YEAR FULL-TIME OR 2 YEARS PART-TIME	12	12 SUBJECTS @ \$2,500	84 HOURS
<b>BACHELOR OF ADVERTISING AND MEDIA</b>	FEBRUARY MAY SEPTEMBER	2 YEARS FULL-TIME OR 4 YEARS PART-TIME	24 OR 12 + 12 SUBJECTS FROM THE DIPLOMA	24 SUBJECTS @\$2,500 OR 12 SUBJECTS @ \$2,500 FROM THE DIPLOMA + 12 SUBJECTS @ \$2,500	168 HOURS OR 84 HOURS + 84 HOURS FROM THE DIPLOMA
<b>BACHELOR OF DIGITAL MEDIA</b>	FEBRUARY MAY SEPTEMBER	2 YEARS FULL-TIME OR 4 YEARS PART-TIME	24 OR 12 + 12 SUBJECTS FROM THE DIPLOMA	24 SUBJECTS @\$2,500 OR 12 SUBJECTS @ \$2,500 FROM THE DIPLOMA + 12 SUBJECTS @ \$2,500	168 HOURS OR 84 HOURS + 84 HOURS FROM THE DIPLOMA



## Industry connections

The whole point of a professional qualification is to help you join the industry you'd like to be a part of, or to become better qualified in an industry you're already in. Either way, getting as much industry exposure as you can while you're studying is always going to be a good thing.

On the basis that it's not only what you know, but also who you know, learning from as many industry people as possible is really important. That's why all our teachers are industry professionals who work in businesses which relate to the subjects they teach. This means they deliver their subjects from an industry perspective.

As well as our industry based teachers, you'll also meet and hear from a range of industry guest speakers and you'll have the opportunity to go on a number of industry visits.

Another important way to connect with industry is through internships. We'll help find you an internship in an agency or production company that's relevant to where you want to start your career. Internships not only provide you with valuable work experience, there's always the chance they might lead to an amazing job opportunity.

Industry based teachers, industry guest speakers, industry visits and internships are an essential part of your studies and combine to provide you with a wide range of professional insights. They're also an excellent way to help you build an industry network.



## Industry courses

### Advertising and Media

The advertising industry is undergoing an exciting and revolutionary change. Since the rise of social and digital media, exciting new career opportunities are emerging for talented people in the areas of digital marketing, account management, creative, production, social media and media strategy.

Our specialised course is the only dedicated Advertising and Media Degree in Australia that offers a comprehensive overview of the whole advertising industry incorporating creative, management and media. As you can see in the Course Progression diagrams on the next two pages, the Diploma and the Degree offer a variety of industry electives. We've chosen these electives because we believe they provide interesting and exciting career opportunities. All you have to do is choose which one is going to help you the most with your career ambitions.

Job opportunities include:

ACCOUNT MANAGER | COPYWRITER | SOCIAL MEDIA COORDINATOR | ART DIRECTOR | STUDIO AND TRAFFIC COORDINATOR | PRODUCTION ASSISTANT | DIGITAL DESIGNER | MARKETING AND COMMUNICATIONS COORDINATOR | MEDIA PLANNER | DIGITAL PRODUCER

### Digital Media

With the rapid development of new digital technologies, the expansion of media platforms and the increasingly sophisticated world of digital communications there are exciting new job opportunities for digital media professionals who can develop and execute creative solutions for strategic communications for products, brands and organisations, whether that be a social media marketing campaign, a branded content video, or an interactive online game.

There has never been a more exciting time to get involved with the digital industry. It's an industry where new jobs and new job titles are being created every day.

Our Digital Media course has been designed by digital media industry professionals, so you can confidently choose a specialisation that will put you at the cutting edge of your career.

Job opportunities include:

DIGITAL CONTENT CREATOR | DIGITAL MARKETING AND COMMUNICATIONS COORDINATOR | VLOGGER | BLOGGER | VIDEOGRAPHER | USER EXPERIENCE DESIGNER | DIGITAL PRODUCTION COORDINATOR | DIGITAL MARKETER | DIGITAL VIDEO PRODUCER | SOCIAL MEDIA COORDINATOR

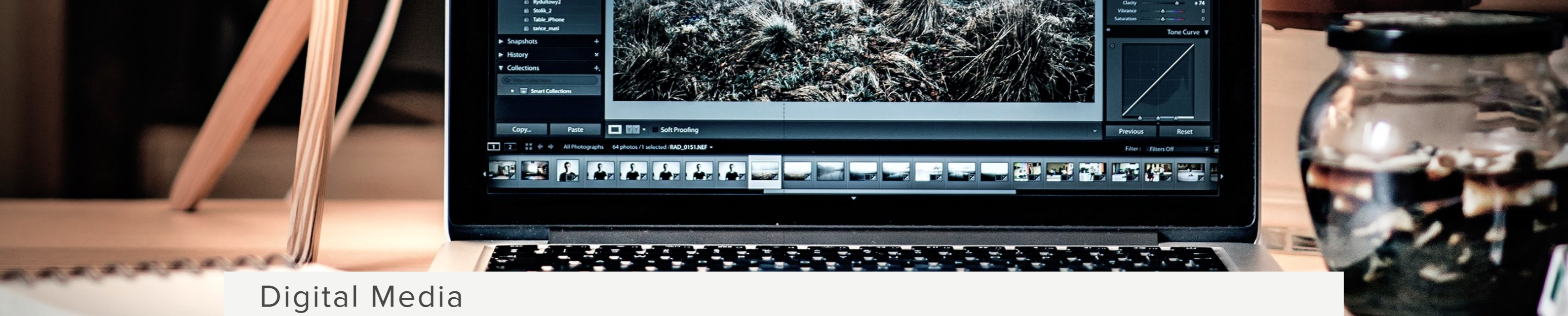
# Advertising and Media

DIPLOMA + 1ST YEAR BACHELOR DEGREE SUBJECTS

2ND YEAR BACHELOR DEGREE SUBJECTS

YEAR 1			YEAR 2		
CREATIVE PROCESS	CAMPAIGN THINKING	ELECTIVE	BRAND EXPERIENCE	ELECTIVE	MAJOR PROJECT
FOUNDATIONS OF MARKETING	RESEARCH AND INSIGHT	MEDIA LANDSCAPE	THE MARKETING PLAN	ELECTIVE	THE PITCH
DIGITAL DESIGN	ELECTIVE	SOCIAL MEDIA STRATEGY	DIGITAL MARKETING STRATEGY	MOBILE COMMUNICATIONS	ELECTIVE
POSITIVE PSYCHOLOGY	THE BUSINESS OF ADVERTISING	INTERNSHIP 1	ELECTIVE	ADVERTISING: PAST, PRESENT AND FUTURE	INTERNSHIP 2
<b>ELECTIVES</b>	↓	↓	↓	↓	↓
<b>MANAGEMENT AND MEDIA</b>		ACCOUNT MANAGEMENT	STRATEGIC MEDIA PLANNING		
<b>CREATIVE</b>	ADVANCED DIGITAL DESIGN	ART DIRECTION AND DESIGN	INTERACTION DESIGN	USER EXPERIENCE	GAMIFICATION
<b>WRITTEN COMMUNICATIONS</b>	COPYWRITING	RADIO ADVERTISING AND PODCASTING	WRITING FOR DIGITAL COMMUNICATIONS		
<b>DIGITAL PRODUCTION</b>	DIGITAL PHOTOGRAPHY	VIDEO PRODUCTION	ADVANCED VIDEO PRODUCTION	APP DEVELOPMENT	
<b>BUSINESS AND MARKETING</b>	CONSUMER BEHAVIOUR	ENTERPRISE INNOVATION 1	DIGITAL BUSINESS COMMUNICATIONS	ENTERPRISE INNOVATION 2	APPLIED MARKETING PSYCHOLOGY





# Digital Media

DIPLOMA + 1ST YEAR BACHELOR DEGREE SUBJECTS

2ND YEAR BACHELOR DEGREE SUBJECTS

	YEAR 1		YEAR 2		
INFORMATION AND COMMUNICATION TECHNOLOGIES	RESEARCH AND INSIGHT	ELECTIVE	ART, DESIGN AND CULTURAL HISTORY	RELEVANT DISRUPTION AND GLOBAL ENGAGEMENT	THE PITCH
DIGITAL DESIGN	DIGITAL VISUALISATION	SOCIAL MEDIA STRATEGY	CONTENT, TECHNOLOGY AND CONTEXT	PROJECT MANAGEMENT	MAJOR PROJECT
POSITIVE PSYCHOLOGY	DESIGN THINKING	INTERNSHIP 1	STORY AND NARRATIVE	ELECTIVE	INTERNSHIP 2
WRITTEN COMMUNICATIONS	SPECIALISATION SUBJECT 1	SPECIALISATION SUBJECT 2	SPECIALISATION SUBJECT 3	SPECIALISATION SUBJECT 4	ELECTIVE
<b>SPECIALISATIONS</b>	↓	↓	↓	↓	
<b>VISUAL CONTENT CREATION</b>	DIGITAL PHOTOGRAPHY	VIDEO PRODUCTION	ADVANCED VIDEO PRODUCTION	MOTION GRAPHICS	
<b>DIGITAL MARKETING</b>	FOUNDATIONS OF MARKETING	DIGITAL MARKETING STRATEGY	THE MARKETING PLAN	APPLIED MARKETING PSYCHOLOGY	
<b>INTERACTIVE DESIGN</b>	ADVANCED DIGITAL DESIGN	USER EXPERIENCE	INTERACTION DESIGN	APP DEVELOPMENT	

# Advertising and Media

## DIPLOMA AND 1ST YEAR OF THE BACHELOR OF ADVERTISING AND MEDIA

### Core subjects

#### Trimester 1

##### Creative Process

This subject introduces you to the strategic and creative processes practiced within the advertising industry. You'll learn about the creative briefing process, how to develop creative ideas, then to implement those ideas for print and digital ads, posters, magazines and outdoor. The subject also investigates the use of semiotics, symbolism and visual language in advertising.

ASSESSMENT | Mood Board 15%; Product Poster 25%; Outdoor Advertising Campaign 30%; Mixed Media Campaign 30%.

##### Foundations of Marketing

Marketing is a crucial and overriding activity in the relationship between business and advertising. In this subject you'll be introduced to the fundamental concepts of marketing and how marketers respond to various aspects of consumer behaviour and psychology. This includes looking at the variety of activities marketers engage in such as segmenting markets, targeting customers, building brands, selling and developing promotional campaigns.

ASSESSMENT | Market Report and Presentation 50%; Written Quizzes 50%.

##### Digital Design

In this subject you'll be learning basic design and art direction skills using form, colour, typography and layout to create posters, brochures, advertisements and presentations. You'll also be learning how to create digital artwork, presentations and pre-press production for print and online advertising using the industry standard software Adobe Creative Suite (Photoshop, Illustrator, InDesign and Acrobat). You'll also be setting up your own WordPress blog to document your work.

ASSESSMENT | Create a Print Ad 25%; Brand Logo Design 15%; Typography Poster 15%; Direct Mail Brochure 25%; Online Portfolio 20%.

##### Positive Psychology

In this subject you'll be introduced to the principles of positive psychology such as: positive experience, positive individual traits, interventions and practices in a range of environments. The aim of the subject is to provide a contemporary exploration of theoretical and empirical advances in positive psychology through examination of theories, experiential activities, presentation of examples and personal reflections. It explores how positive psychology can advance the understanding of human behaviour and the students' own lives. You'll be learning how positive psychology has evolved over time and covers the study of positive experiences such as: meaning and purpose, the mental states of flow, mindfulness and emotions. You'll also develop an in-depth understanding of the range of positive psychology interventions to strengthen optimism, resilience and self-esteem in personal, academic and professional environments.

ASSESSMENT | Continuous Assessment and Reflective Blog Articles 30%; Essay (Personal Analysis) 40%, Presentation 30%.

#### Trimester 2

##### Campaign Thinking

This subject introduces you to campaign advertising by developing promotional concepts that can be applied to a variety of mediums. You'll learn and gain experience in visual storytelling in order to develop an advertising campaign for a product, organisation or service. You'll be developing a print execution of your concept, then extend your advertising concepts to adaptations and executions for web advertising and advertising films (treatments, storyboards and animatics).

ASSESSMENT | Product Demonstration v's Storytelling 25%; Interactive Digital Advertising 25%; The Storyboard 30%; The Animatic 20%.

##### Research and Insight

This subject is all about the key source of creative ideas in advertising and media – research and insight. You'll be introduced to methods and strategies for conducting research designed to generate innovative observations and insights that can create opportunities and ideas. You'll be learning about the behaviour of contemporary audiences and their worlds and how they feel about engaging with innovative products and services.

ASSESSMENT | Research Data Collection 40%; Research Project 60%.

##### Elective

The electives are listed on the next page.

##### The Business of Advertising

This subject helps you develop an understanding of the legal and regulatory frameworks that relate to the advertising industry. It explores the impact that social, cultural and ethical considerations have on the practice of advertising. The subject also examines business practice of advertising, including business structures, operating processes and external business relationships.

ASSESSMENT | Managing an Advertising Budget 25%; Trade Practices and Ethics 25%; Intellectual Property and Copyright 40%; Professional Awareness 10%.

#### Trimester 3

##### Elective

The electives are listed on the next page.

##### Media Landscape

In this subject you'll be looking at various media channels and examining how they're used by the advertising industry to deliver strategic and effective communication messaging for consumers. It explains how research can define target consumer groups and provide media professionals with deep insights into consumer

relationships with brands and communication platforms and how this information can be used to develop a media-scheduling plan. The subject explores the connections between communications strategies, media planning and investment and it also looks at job opportunities in these areas.

ASSESSMENT | Define the Target Audience 30%; Examination of Set Text 30%; Broadband Media Planning Assignment 40%.

##### Social Media Strategy

This subject focuses on the creative process and the implementation and measurement of non-traditional media and online advertising. It looks at how creative ideas can be applied to a combination of new media formats including online, social, experiential events, mobile and PR to create social media campaigns. The subject also covers brand strategies, testimonial style advertising and viral effects. You'll be learning about the role social media plays in developing advertising and media campaigns the use of analytical and data measurements to help measure a range of advertising performance measures.

ASSESSMENT | Brand Event 30%; The Viral Effect 30%; Social Issue Campaign 30%; Blog Post 10%.

##### Internship 1

The internship subject helps you to develop informed insights and build valuable experience in the workplace. You'll be learning about the value of planning and preparation and its effect on your initial job search and subsequent career progression. It includes interview experience and the creation of relevant career application documents (eg. resumés, cover letters etc). In this subject you'll also be producing an online portfolio and a blog of your professional activities.

ASSESSMENT | Work, Education and Career Documentation 20%; Creative Portfolio and Blog 40%; Internship Reflective Journal 20%; Host Organisation Evaluation 20%.

# Advertising and Media

## DIPLOMA AND 1ST YEAR OF THE BACHELOR OF ADVERTISING AND MEDIA

### Electives

#### Trimester 1

##### BUSINESS AND MARKETING | **Consumer Behaviour**

This subject explores what motivates and influences consumers in their decision-making process. It helps you understand what shapes these influences by looking at internal factors of perception, personality and attitudes, as well as the external factors of culture, social class, age and lifestyle. Included as part of this analysis, you'll be encouraged to critically appraise your own buying behaviour.

ASSESSMENT | In-Class exam 50%; Consumer Behaviour Portfolio 30%, Consumer Behaviour Report 20%.

#### Trimester 2

##### CREATIVE | **Advanced Digital Design**

Building on the Digital Design subject in trimester 1, this subject delivers advanced training in the Adobe's Creative Suite. You'll be continuing to develop your graphic design, art direction and presentation skills using colour, illustration, typography and layout in order to create visuals and production ready artwork for multi-disciplined (print and online) advertising campaigns.

ASSESSMENT | Electronic Billboard and Online Banner 20%; Brand Identity 40%; Campaign Pitch 40%.

##### WRITTEN COMMUNICATIONS | **Copywriting**

At the core of this subject is the importance of the central creative idea and how it's transmitted through writing. You'll be learning about writing compelling and convincing copy for advertising and the theories behind successful advertising copy. The subject teaches you how to integrate strategic, creative and ideation processes into targeted ads and advertising campaigns across traditional and non-traditional media.

ASSESSMENT | Written Exercise 20%, Presentation 10%, Assignment 50%, Essay Report 20%.

##### DIGITAL PRODUCTION | **Digital Photography**

This subject introduces you to digital photography as it is used in the advertising and digital media industries. The subject investigates advertising and editorial photography with appropriate equipment, such as DSLR cameras. The photographic image today has become a vehicle for trans-media narrative. You'll be introduced to digital visual production chains and develop an understanding of the core concepts used in photography. You'll learn how to work with audio, light, time and motion and explore how these media interact. The subject includes technical skills based around camera operation, exposure, lighting and shooting, as well as developing conceptual and stylistic skills, photo shoot planning and budgeting.

ASSESSMENT | Photo Submission 30%, Presentation 30%, Essay 40%.

##### BUSINESS AND MARKETING | **Enterprise Innovation 1**

This subject encourages entrepreneurial behaviour through the introduction of the principles of entrepreneurship, the process of creativity and innovation and the impact of this process on the success of new enterprise creation. On completion of this subject you'll have an increased understanding of entrepreneurship and the significance of innovation in small and medium sized enterprises (SMEs). The associated skills and techniques acquired provide a strong foundation for both new product/service development and the launch of an entrepreneurial or corporate new venture.

ASSESSMENT | Investigate Enquiry Presentation 20%; Interview with an Entrepreneur 40%; Customer Centred Design Class 15%; Customer Centred Design Presentation 25%.

#### Trimester 3

##### MANAGEMENT AND MEDIA | **Account Management**

This subject offers specialised training for those students who are interested in the role of the account manager in advertising. It examines the two main areas of activity for an account manager - client and business management and project management and delivery.

ASSESSMENT | Class Presentation 20%; Report 20%; Report and Class Presentation 30%, Written Exam 30%.

##### CREATIVE | **Art Direction and Design**

This subject teaches you about the role of an advertising art director and helps you develop your knowledge and skills in the creation, management and delivery of strategic design for advertising. The subject features specialised lectures and workshops in contemporary graphic design, typography and artistic direction for photographic, film, print and online productions.

ASSESSMENT | Class Presentation 15%; Artwork Submission 30%; Artwork Submission and Presentation 40%; Submission 15%.

##### WRITTEN COMMUNICATIONS | **Radio Advertising and Podcasting**

This subject is designed to give you theoretical and practical experiences in audio storytelling. It covers both broadcast and webcast in the form of radio copywriting and production as well as audio creation and production for podcasts. The subject introduces you to the subtleties, difficulties and advantages of using sound-only medium. You'll also be investigating the future of radio and other audio platforms as integrated mediums with digital, online, video and social media components.

ASSESSMENT | Assignment 20%; Assignment 20%; Assignment 30%; Workshop Assignment 15%; Essay 15%.

##### DIGITAL PRODUCTION | **Video Production**

In this subject you'll learn about the production process involved in the making of advertising videos, and films for TV, cinema and online. You'll also learn about what happens in pre-production (director's treatment, storyboarding, location research, casting, styling, music, voice-over, graphics, production scheduling and budgeting). You'll also have practical hands-on experience with the production skills involved in filming and editing an advertising film.

ASSESSMENT | Pre-Production 20%; Film and Edit a YouTube Pre-Roll Commercial 30%; Advertising Film Production 50%.

##### BUSINESS AND MARKETING | **Digital Business Communications**

This subject explores the exciting and changing world of digital communications, learning key tactics and tools for arising business opportunities. It covers the frameworks that underpin digital communications and includes learning about what drives increased use of social networks for business marketing success. You learn about the functionality of websites and how this meets the needs of an organisation and delivers information to end users.

ASSESSMENT | Web Portfolio 30%; Case Study 35%; Final Exam 35%.

# Advertising and Media

## 2ND YEAR OF THE BACHELOR OF ADVERTISING AND MEDIA

### Core subjects

#### Trimester 4

##### Brand Experience

In this subject you'll learn about the cornerstone of contemporary advertising and media - brand experience - and about both the real and the intangible essences that go to make up a brand. You'll be learning about and the way we as consumers and as marketers employ a brand's strategic worth to create experiences to generate value, meaning, sustainability and sales.

ASSESSMENT | Brand Essence 30%; Brand Storytelling 30%; Brand Experience 40%.

##### The Marketing Plan

This subject gives you the knowledge and skills you need to develop a strategic marketing plan. You'll become familiar and acquire aptitude for: the characteristics and dimensions of each element of the marketing mix including the concept of branding; how a marketing strategy is developed including its building blocks and key ingredients; marketing planning and the process by which strategy is translated into a measurable, implementable plan. You'll be examining a specific case or company which will provide the practical framework for the exploration of the topics.

ASSESSMENT | Marketing Strategy 30%; The Marketing Plan 40%; The Advertising Brief 30%.

##### Digital Marketing Strategy

Traditional business disciplines are starting to appreciate the fundamental challenges presented by the application of technology to their knowledge base. In marketing, the

most visible agent of change has been the internet and online transacting which has already revolutionised a number of sectors of the global economy. This subject critically analyses marketing and traditional views of marketing in the light of technological change. It explores how marketers can use different ways of understanding, creating, communicating and delivering customer value in the marketplace.

ASSESSMENT | Individual and Group Exercises 40%; Digital Marketing Strategy Presentation 60%.

##### Elective

The electives are listed on the next page.

#### Trimester 5

##### Elective

The electives are listed on the next page.

##### Elective

The electives are listed on the next page.

##### Mobile Communications

This subject focuses on the use of advertising on mobile platforms. It introduces you to the various types of mobile ads and their distinct differences from desktop web-based ads. You'll be learning about different advertising models and how they're applied to mobile devices through stand-alone apps, mobile web and mobile social media. The subject analyses the current state of play for mobile advertising and leading agencies providing mobile ads. You'll be learning about the different mobile advertising channels (mobile web, app-based and social) and the benefits of each channel.

ASSESSMENT | Mobile Communications Comparison 30%; Mobile Communications Case Study 30%; Create a Mobile Communications Experience 40%.

##### Advertising: Past, Present and Future

In this subject you'll not only be learning about the key historical and evolutionary stages in the advertising and media industries, you'll also be discussing what a potential future might look like. The subject also looks at the reasons for the shifts within the industry and how they've been affected by the evolutionary interaction between audiences, products brands, cultures and technology.

ASSESSMENT | The History of Advertising 30%; The Present - Report 30%; The Future - Multimedia Presentation 40%.

#### Trimester 6

##### Major Project

In this subject you'll be creating a major advertising project under the mentorship of an advertising industry professional. Your project can be creative; a strategic media project; or a marketing or account management project. The project will require you to get involved with a high degree of investigative research, deep analysis and synthesis so that you can create an original piece of work to a professional standard.

ASSESSMENT | Major Project Proposal 20%; Major Project 60%; Critical Documentation 20%.

##### The Pitch

In this subject you'll be learning about the dynamics of business development and pitching for new business. You'll be learning about standard pitch processes from client contact strategies through to the pitch itself. You'll be developing your strategic and creative skills, your business acumen and your ability to craft and deliver compelling pitch presentations. The subject runs in conjunction with the Major Project subject and includes you having the opportunity to pitch your project to an industry panel.

ASSESSMENT | New Business Pitching 25%; Pitch Brief and Budget 25%; Pitch Presentation 50%.

##### Elective

The electives are listed on the next page.

##### Internship 2

This second internship helps give you an informed and confident approach to the professional environment you're about to enter. The subject includes an appraisal of professional standards, expectations and behaviour; industry relevant interview experience; high level development of professional resources and skills; and on-the-job work experience. You'll develop a well-considered and researched career plan which includes the skills and knowledge you'll need in order to gain graduate employment. In this subject you'll also finalise your professional presentation resources such as a CV, cover letter, social and professional media profiles and an online portfolio of your projects and experience.

ASSESSMENT | Work, Education and Career Portfolio 20%; Creative Portfolio and Blog 20%; Internship Reflective Journal 30%; Host Organisation Evaluation 30%.

# Advertising and Media

## 2ND YEAR OF THE BACHELOR OF ADVERTISING AND MEDIA

### Electives

#### Trimester 4

##### MANAGEMENT AND MEDIA | **Strategic Media Planning**

In this subject you'll be learning what media strategy is. It includes learning about the cognitive processes involved when planning and placing advertising on various communication platforms in order to most effectively reach target consumers. You'll also be looking at how the strategic analysis of audience, brands and communication platforms have a direct influence on the effectiveness of a campaign and the return on investment for clients.

ASSESSMENT | Written Essay 25%; Written Exam 30%; Report and Presentation 45%.

##### CREATIVE | **Interaction Design**

In this subject you'll be developing your design and coding skills in order to create and design responsive websites and interactive interfaces for commercial and creative clients and projects. The subject explores fundamental areas of web, app and screen design such as layout, type design, colour, motion, navigation, user experience and interaction. You'll also be introduced to relevant coding languages so that you can create and manipulate the structural components of web and app design.

ASSESSMENT | Research Assessment 20%; Project Development 30%; Final Execution 50%.

##### WRITTEN COMMUNICATIONS | **Writing for Digital Communications**

This subject helps you develop your writing skills beyond just producing digital content so that you can create strong promotional ideas using ideation techniques specific to digital platforms. You'll be analysing the nature of copywriting and the future of the digital advertising space.

ASSESSMENT | Writing Advertising Text for Websites 30%; Writing Advertising Text for Social Media 40%; Essay 30%.

##### DIGITAL PRODUCTION | **Advanced Video Production**

In this subject you'll be developing advanced video production and postproduction knowledge and skills. The subject features lectures and workshops in filming, cinematography, editing and postproduction designed to help you learn about the creative and production roles within the advertising and production industries.

ASSESSMENT | Shooting Exercise 30%; Editing Project 40%; Motion Graphics Project 30%.

##### BUSINESS AND MARKETING | **Enterprise Innovation 1**

This subject encourages entrepreneurial behaviour through the introduction of the principles of entrepreneurship, the process of creativity and innovation and the impact of this process on the success of new enterprise creation. On completion of this subject you'll have an increased understanding of entrepreneurship and the significance of innovation in small and medium sized enterprises (SME's). The associated skills and techniques acquired provide a strong foundation for both new product/service development and the launch of an entrepreneurial or corporate new venture.

ASSESSMENT | Investigate Enquiry Presentation 20%; Interview with an Entrepreneur 40%; Customer Centred Design Class 15%; Customer Centred Design Presentation 25%.

#### Trimester 5

##### CREATIVE | **User Experience**

In this subject you'll be learning how to create and develop better User Experience (UX) designs. The subject covers UX for web and mobile. This subject includes why UX design is critical to the success of any website or mobile app and why it provides a key competitive advantage. You'll be researching and reviewing various aspects of target research, product development, design, technical implementation, marketing and feedback.

ASSESSMENT | Analysing Effective Experience Design 10%; Researching a Design Concept 30%; Prototyping a Concept 30%; Detailed Design Presentation 30%.

##### DIGITAL PRODUCTION | **App Development**

In this subject you'll be learning how to conceptualise, design and create mobile apps for iOS and Android devices. You'll be synthesising and evaluating the various processes involved in app creation including user journeys, wire framing, interface design, testing strategies and iterative development models. You'll be learning how to analyse the scope of an app development project and draw up strategies to ensure the project achieves the intended results. This includes going through the entire app development process, from the original concept to the app's release and testing on iOS and Android platforms. While coding will be discussed, no coding knowledge is required. The subject will emphasise user-interface (UI) and user-experience (UX) design, as well as app promotion and sustainability.

ASSESSMENT | Class Participation 20%; Report and Presentation 20%; Presentation 30%; Presentation 30%.

##### BUSINESS AND MARKETING | **Applied Marketing Psychology**

Based on the themes of Product, Place, Person, Process and Purchase, this subject examines the psychology of branding (product); psychological aspects driving online marketing (place); the psychology behind successful marketers (person); the psychology of persuasion (process) and psychological aspects that influence the buying situation (purchase). This innovative subject provides a unique view of applied marketing, integrating theories from psychology, sociology, anthropology and business studies.

ASSESSMENT | In-Class exam 30%; Seminar Presentation 50%; Book Review 20%.

#### Trimester 6

##### CREATIVE | **Gamification**

This subject teaches what you need to know about the increasingly important realm of gaming within the advertising industry. It looks at how interactivity is becoming an essential part of building brand connection and loyalty and how gaming is being used to increasingly to engage a brand's audience and emotionalise the product experience.

ASSESSMENT | Report 20%; Concept Presentation 25%; Design Prototype 25%; Presentation and Documentation 30%.

### Core subjects

#### Trimester 1

##### Information and Communication Technology

In this subject you'll learn about the key concepts of information and communications technology (ICT) and its relationship to digital media. You'll be learning about the role of digital communications and the integration of telecommunications, hardware, software, storage and audio-visual systems. You'll also explore the potential of new platforms and tools to create and share information. The subject looks at content creation and ethical and sustainability issues and the employment and entrepreneurial opportunities these present. It explores the potential for the future development of digital media specialisations in written content, digital video, interactive design as well as digital business, marketing and journalism.

ASSESSMENT | Case Study 30%; Digital Media Project Proposal 40%; Essay 30%.

##### Digital Design

In this subject you'll be learning basic design and art direction skills using form, colour, typography and layout to create posters, brochures, advertisements and presentations. You'll also be learning how to create digital artwork, presentations and pre-press production for print and online advertising using the industry standard software Adobe Creative Suite (Photoshop, Illustrator, InDesign and Acrobat). You'll also be setting up your own WordPress blog to document your work.

ASSESSMENT | Deep Etching and Ad Layout 20%; Brand Logo Design 20%; Typography 15%; Pre-Press 20%; Digital Portfolio 25%.

##### Positive Psychology

In this subject you'll be introduced to the principles of positive psychology such as: positive experience, positive individual traits, interventions and practices in a range of environments. The aim of the subject is to provide a contemporary exploration of theoretical and empirical advances in positive psychology through examination of theories, experiential activities, presentation of examples and personal reflections. It explores how positive psychology can advance the understanding of human behaviour and the students' own lives. You'll be learning how positive psychology has evolved over time and covers the study of positive experiences such as: meaning and purpose, the mental states of flow, mindfulness and emotions. You'll also develop an in-depth understanding of the range of positive psychology interventions to strengthen optimism, resilience and self-esteem in personal, academic and professional environments.

ASSESSMENT | Continuous Assessment and Reflective Blog Articles 30%; Essay (Personal Analysis) 40%, Presentation 30%.

##### Written Communications

This subject introduces you to the key theories, styles, roles and importance of written communication in the digital media industries. You'll be learning about how to create and revise writing for a variety of outcomes including academic writing, copywriting, editorial writing, creative writing for digital platforms and writing for presentations. You'll also be learning how to evaluate appropriate forms and styles of writing for specific audiences in order to create powerful, impactful and engaging pieces of writing. The subject also includes the cultural heritage of written forms.

ASSESSMENT | Brand Event 30%; The Viral Effect 30%; Social Issue Campaign 30%; Blog Post 10%.

#### Trimester 2

##### Research and Insight

This subject is all about the key source of creative ideas in advertising and media – research and insight. You'll be introduced to methods and strategies for conducting research designed to generate innovative observations and insights that can create opportunities and ideas. You'll be learning about the behaviour of contemporary audiences and their worlds and how they feel about engaging with innovative products and services.

ASSESSMENT | Assignment 30%; Group Project 30%; Assignment 40%.

##### Digital Visualisation

In order to effectively present proposals for digital media projects to clients, investors, team collaborators and stakeholders, digital media professionals require knowledge and skills for the visualisation of their concepts. These can be key visuals and concept art, informational graphics, or a storyboard and animatic for a video or multi-media project. This subject provides you with knowledge and skills you need to create, manage and cost various forms of visualisation required as professional digital media practitioners.

ASSESSMENT | Concept Art 20%; Info-Graphics Presentation 30%; The Storyboard 30%; The Animatic 20%.

##### Design Thinking

Design thinking is the use of observation, analysis, empathy, problem solving, the generation of creative solutions, evaluation and critical appraisal which can be applied to any type of problem or scenario and which can benefit every business and industry. Creativity is quickly becoming the central guiding force in the world economy, displacing the importance of technology. This subject is designed to help you develop your creative/design thinking skills which will help you in your professional and personal life.

ASSESSMENT | Presentation 30%; Group Project 50%; Reflective Report 20%.

##### Specialisation Subject 1

The specialisations are listed on page 30.

#### Trimester 3

##### Elective

The electives are listed on pages 34 to 37.

##### Social Media Strategy

This subject focuses on the creative process and the implementation and measurement of non-traditional media and online advertising. It looks at how creative ideas can be applied to a combination of new media formats including online, social, experiential events, mobile and PR to create social media campaigns. The subject also covers brand strategies, testimonial style advertising and viral effects. You'll be learning about the role social media plays in developing advertising and media campaigns the use of analytical and data measurements to help measure a range of advertising performance measures.

ASSESSMENT | Brand Event 30%; The Viral Effect 30%; Social Issue Campaign 30%; Blog Post 10%.

##### Internship 1

Internships help you develop informed insights and build valuable experience in the workplace. You'll be learning about the value of planning and preparation and its effect on your initial job search and subsequent career progression. It includes interview experience and the creation of relevant career application documents (eg. resumés, cover letters etc). In this subject you'll also be producing an online portfolio and a blog of your professional activities.

ASSESSMENT | Work, Education and Career Documentation 20%; Creative Portfolio and Blog 40%; Internship Reflective Journal 20%; Host Organisation Evaluation 20%.

##### Specialisation Subject 2

The specialisations are listed on the next page 30.

### Core subjects

#### Trimester 4

##### Art, Design and Cultural History

This subject examines the historical backgrounds and theoretical frameworks that underpin creativity, culture and innovation. In support of this, you'll be developing your understanding and appreciation of the relationship between art, design and culture and how these create a context for digital media projects. You'll be learning about art history and major artistic trends and you'll be researching and reviewing various aspects of design history, theory and aesthetics. You'll be examining the significance of art and design as platforms for shaping and interpreting the context in which digital media projects are created.

ASSESSMENT | Essay 20%, Class Debate 20%, Presentation 20%, Final Presentation 35%.

##### Content, Technology and Context

In this subject you'll be learning about how strategies are developed to create content, product and technology solutions and applications. You'll be looking at the relationship between content marketing, channel strategy and information technology. You'll also be learning about the importance of having a local and global perspective and its relevance to context.

ASSESSMENT | Case Study 20%, Research Report 30%, Presentation 50%.

##### Story and Narrative

The subject covers the fundamentals of story, character and structure through a combination of theoretical and hands-on exercises. You'll be learning about why story and narrative are essential and fundamental tools in the creation of content for digital media. You'll also be researching and reviewing various aspects of story and narrative, including genre, style and theme.

ASSESSMENT | Essay 20%; Report and Presentation 30%; Script 50%.

##### Specialisation Subject 3

The specialisations are listed on the next page.

#### Trimester 5

##### Relevant Disruption and Global Engagement

In this subject, you'll be looking at the concepts and theories of relevant disruption. You'll be learning about how disruption can affect both commercial and non-commercial communications and activities. You'll be developing your skills and knowledge in how to use the disruptive tools available through technology. The subject also covers irrelevant disruption, ethics, environmentalism and the future, in the context of global engagement. You'll be analysing why these are now critical to the success of building digital media products or brands and how they provide key competitive advantages as well as social commentary.

ASSESSMENT | Event 40%; Case Study 40%; Essay 20%.

##### Project Management

The knowledge and skills required for successful professional practice in project management can be applied to all areas of specialisations within the digital media industries, from game design and video production through to tech start-ups. In this subject you'll be learning about the key issues of project management and look at how they're applied to real-world content. The subject covers project definition, planning, execution, management and control and implementation. Project driven teamwork and focus on individual skills sets, create the foundation of experiential exercises and assessments aimed at developing critical analysis and self-driven learning.

ASSESSMENT | Peer Assessment 20%, Research Project 30%, Group Project Task 50%.

##### Elective

The electives are listed on pages 34 to 37.

##### Specialisation Subject

The specialist subjects are listed on the next page.

#### Trimester 6

##### The Pitch

This subject gives you a detailed understanding of and experience in the essential process and dynamics of business development and pitching for new business. It critically analyses the standard pitch process from contact strategies, briefing, presentation development to the pitch itself. You'll be developing your strategic and creative skills, business acumen and an ability to craft and deliver a compelling pitch presentation.

ASSESSMENT | New Business Pitching - Is there a better way? 25%; Pitch Brief and Budget 25%; The Pitch 50%.

##### Major Project

In this subject you'll be creating a major digital media project under the mentorship of a digital media industry professional. The project can be either: a creative or digital media project; a strategic media project; a game: augmented or virtual reality project; or a marketing or account management project. It must involve a high degree of investigative research, deep analysis and synthesis to create an original and creative piece of work to high professional standards.

ASSESSMENT | Interim Review Report 40%; Pitch Presentation and Submission 60%.

##### Internship 2

This second internship helps give you an informed and confident approach to the professional environment you're about to enter. The subject includes an appraisal of professional standards, expectations and behaviour; industry relevant interview experience; high level development of professional resources and skills; and on-the-job work experience. You'll develop a well-

considered and researched career plan which includes the skills and knowledge you'll need in order to gain graduate employment. In this subject you'll also finalise your professional presentation resources such as a CV, cover letter, social and professional media profiles and an online portfolio of your projects and experience.

ASSESSMENT | Work, Education and Career Portfolio 20%; Creative Portfolio and Blog 20%; Internship Reflective Journal 30%; Host Organisation Evaluation 30%.

##### Elective

The electives are listed on pages 32 to 34.

# Digital Media

## DIPLOMA AND 1ST YEAR OF THE BACHELOR OF DIGITAL MEDIA

### Specialisation subjects

#### Trimester 2

##### VISUAL CONTENT CREATION | **Digital Photography**

This subject introduces you to digital photography as it is used in the advertising and digital media industries. The subject investigates advertising and editorial photography with appropriate equipment, such as DSLR cameras. The photographic image today has become a vehicle for trans-media narrative. You'll be introduced to digital visual production chains and develop an understanding of the core concepts used in photography. You'll learn how to work with audio, light, time and motion and explore how these media interact. The subject includes technical skills based around camera operation, exposure, lighting and shooting, as well as developing conceptual and stylistic skills, photo shoot planning and budgeting.

ASSESSMENT | Photo Submission 30%, Presentation 30%, Essay 40%.

##### DIGITAL MARKETING | **Foundations of Marketing**

In this subject you'll be introduced to marketing both as an organisational philosophy and as a set of strategic actions taken to achieve business goals. You'll be developing your understanding of the tools and techniques marketers use in pursuit of their objectives and come to appreciate the positive role that marketing plays in our modern, free- enterprise society.

ASSESSMENT | Market Report 1 25%; Market Report 2 25%; Market Report 3 35%; In-Class Presentations 15%.

##### INTERACTIVE DESIGN | **Advanced Digital Design**

Building on the Digital Design subject in trimester 1, this subject delivers advanced training in the Adobe's Creative Suite. You'll be continuing to develop your graphic design, art direction and presentation skills using colour, illustration, typography and layout in order to create visuals and production ready artwork for multi-disciplined (print and online) advertising campaigns.

ASSESSMENT | Electronic Billboard and Online Banner 20%; Brand Identity 40%; Campaign Pitch 40%.

#### Trimester 3

##### VISUAL CONTENT CREATION | **Video Production**

In this subject you'll learn about the production process involved in the making of advertising videos, and films for TV, cinema and online. You'll also learn about what happens in pre-production (director's treatment, storyboarding, location research, casting, styling, music, voice-over, graphics, production scheduling and budgeting). You'll also have practical hands-on experience with the production skills involved in filming and editing an advertising film.

ASSESSMENT | Pre-Production 20%; Film and Edit a YouTube Pre-Roll Commercial 30%; Advertising Film Production 50%.

##### DIGITAL MARKETING | **Digital Marketing Strategy**

Traditional business disciplines are starting to appreciate the fundamental challenges presented by the application of technology to their knowledge base. In marketing, the most visible agent of change has been the internet and online transacting which has already revolutionised a number of sectors of the global economy. This subject critically analyses marketing and traditional views of marketing in the light of technological change. It explores how marketers can use different ways of understanding, creating, communicating and delivering customer value in the marketplace.

ASSESSMENT | Assignment 1 40%; Assignment 2 60%.

##### INTERACTIVE DESIGN | **Interaction Design**

In this subject you'll be developing your design and coding skills in order to create and design responsive websites and interactive interfaces for commercial and creative clients and projects. The subject explores fundamental areas of web, app and screen design such as layout, type design, colour, motion, navigation, user experience and interaction. You'll also be introduced to relevant coding languages so that you can create and manipulate the structural components of web and app design.

ASSESSMENT | Research Assessment 20%; Project Development 30%; Final Execution 50%.

## 2ND YEAR OF THE BACHELOR OF DIGITAL MEDIA

### Specialisation subjects

#### Trimester 4

##### VISUAL CONTENT CREATION | **Advanced Video Production**

This subject develops your advanced video production and postproduction knowledge and skills. It features specialised lectures and workshops in filming, cinematography, editing and postproduction to train you for creative and production roles within the advertising and digital media industries.

ASSESSMENT | Shooting Exercise 30%; Editing Project 40%; Motion Graphics Project 30%.

##### DIGITAL MARKETING | **The Marketing Plan**

This subject gives you the knowledge and skills you need to develop a strategic marketing plan. You'll become familiar and acquire aptitude for: the characteristics and dimensions of each element of the marketing mix including the concept of branding; how a marketing strategy is developed including its building blocks and key ingredients; marketing planning and the process by which strategy is translated into a measurable, implementable plan. You'll be examining a specific case or company which will provide the practical framework for the exploration of the topics.

ASSESSMENT | Marketing Strategy 30%; The Marketing Plan 40%; The Advertising Brief 30%

##### INTERACTIVE DESIGN | **User Experience**

In this subject you'll be learning how to create and develop better User Experience (UX) designs. The subject covers UX for web and mobile. This subject includes why UX design is critical to the success of any website or mobile app and why it provides a key competitive advantage. You'll be researching and reviewing various aspects of target research, product development, design, technical implementation, marketing and feedback.

ASSESSMENT | Analysing Effective Experience Design 10%; Researching a Design Concept 30%; Prototyping a Concept 30%; Detailed Design Presentation 30%.

#### Trimester 5

##### VISUAL CONTENT CREATION | **Motion Graphics**

In this subject, you'll be introduced to the principles and implementation skills needed to plan, conceptualise and create motion graphics sequences using industry standard software. You'll be learning about how best to apply motion graphics solutions to a variety of artistic and communications briefs.

ASSESSMENT | Review 20%, Research Report 30%, Animation 50%.

##### DIGITAL MARKETING | **Applied Marketing Psychology**

Based on the themes of Product, Place, Person, Process and Purchase, this subject examines the psychology of branding (product); psychological aspects driving online marketing (place); the psychology behind successful marketers (person); the psychology of persuasion (process) and psychological aspects that influence the buying situation (purchase). This innovative subject provides a unique view of applied marketing, integrating theories from psychology, sociology, anthropology and business studies.

ASSESSMENT | In-Class exam 30%; Seminar Presentation 50%; Book Review 20%.

##### INTERACTIVE DESIGN | **App Development**

In this subject you'll be learning how to conceptualise, design and create mobile apps for iOS and Android devices. You'll be synthesising and evaluating the various processes involved in app creation including user journeys, wireframing, interface design, testing strategies and iterative development models. You'll be learning how to analyse the scope of an app development project and draw up strategies to ensure the project achieves the intended results. This includes going through the entire app development process, from the original concept to the app's release and testing on iOS and Android platforms. While coding will be discussed, no coding knowledge is required. The subject will emphasise user-interface (UI) and user-experience (UX) design, as well as app promotion and sustainability.

ASSESSMENT | Class Participation 20%; Report and Presentation 20%; Presentation 30%; Presentation 30%.



### Electives

#### The Business of Advertising

This subject helps you develop an understanding of the legal and regulatory frameworks that support professional advertising practice. You'll be exploring the impact that social, cultural and ethical considerations have on advertising. You'll also be examining business practice in advertising, including business structures, operating processes and external business relationships.

ASSESSMENT | Managing an Advertising Budget 25%; Trade Practices and Ethics 25%; Intellectual Property and Copyright 40%; Professional Awareness 10%.

#### Art Direction and Design

This subject teaches you about the role of an advertising art director and helps you develop your knowledge and skills in the creation, management and delivery of strategic design for advertising. The subject features specialised lectures and workshops in contemporary graphic design, typography and artistic direction for photographic, film, print and online productions.

ASSESSMENT | Class Presentation 15%; Artwork Submission 30%; Artwork Submission and Presentation 40%; Submission 15%.

#### Brand Experience

In this subject you'll learn about the cornerstone of contemporary advertising and media - brand experience - and about both the real and the intangible essences that go to make up a brand. You'll be learning about and the way we as consumers and as marketers employ a brand's strategic worth to create experiences to generate value, meaning, sustainability, and sales.

ASSESSMENT | Research Project 30%, Creative Project 30%, Group Presentation 40%.

#### The Pitch

In this subject you'll be learning about the dynamics of business development and pitching for new business. You'll be learning about standard pitch processes from client contact strategies through to the pitch itself. You'll be developing your strategic and creative skills, your business acumen and your ability to craft and deliver compelling pitch presentations. The subject runs in conjunction with the Major Project subject and includes you having the opportunity to pitch your project to an industry panel.

ASSESSMENT | Written Assignment 25%; Presentation 25%; Presentation 50%.

#### Gamification

This subject teaches what you need to know about the increasingly important realm of gaming within the advertising industry. It looks at how interactivity is becoming an essential part of building brand connection and loyalty and how gaming is being used to increasingly to engage a brand's audience and emotionalise the product experience.

ASSESSMENT | Report 20%; Concept Presentation 25%; Design Prototype 25%; Presentation and Documentation 30%.

#### Consumer Behaviour

This subject explores what motivates and influences consumers in their decision-making process. It helps you understand what shapes these influences by looking at internal factors of perception, personality and attitudes, as well as the external factors of culture, social class, age and lifestyle. Included as part of this analysis, you'll be encouraged to critically appraise your own buying behaviour.

ASSESSMENT | In-Class Exam 50%; Consumer Behaviour Portfolio 30%, Consumer Behaviour Report 20%.

#### Creativity and Innovation

This subject focuses on the role of creativity and innovation within the business environment. Theoretical frameworks which underpin the creative process are examined along with various approaches to innovation of products, distribution (online), pricing and promotional strategies. Creative and innovative solutions to marketing problems are examined using case studies.

ASSESSMENT | Creativity and Innovation Portfolio 30%; In-Class Exam 20%; Tutorial Presentation 50%.

#### Ethics and Decision Making

In this subject you'll be developing an understanding of how psychological theories and methods have impacted and influenced the characteristics of successful marketing organisations and individuals, online marketing and branding. Specifically, you'll be learning about the psychology of promotion and persuasion within the context of applied marketing strategy.

ASSESSMENT | In-Class Participation 20%; Case Study Report 20%; Essay 20%; Final Exam 40%.

#### Enterprise Innovation 1

This subject encourages entrepreneurial behaviour through the introduction of the principles of entrepreneurship, the process of creativity and innovation and the impact of this process on the success of new enterprise creation. On completion of this subject you'll have an increased understanding of entrepreneurship and the significance of innovation in small and medium sized enterprises (SMEs). The associated skills and techniques acquired provide a strong foundation for both new product/service development and the launch of an entrepreneurial or corporate new venture.

ASSESSMENT | Investigate Enquiry Presentation 20%; Interview with an Entrepreneur 40%; Customer Centred Design Class 15%; Customer Centred Design Presentation 25%.

#### Account Management

This subject offers specialised training for those students who are interested in the role of the account manager in advertising. It examines the two main areas of activity for an account manager - client and business management and project management and delivery.

ASSESSMENT | Class Presentation 20%; Report 20%; Report and Class Presentation 30%, Written Examination 30%.

#### Media Landscape

In this subject you'll be looking at various media channels and examining how they're used by the advertising industry to deliver strategic and effective communication messaging for consumers. It explains how research can define target consumer groups and provide media professionals with deep insights into consumer relationships with brands and communication platforms and how this information can be used to develop a media-scheduling plan. The subject explores the connections between communications strategies, media planning and investment and it also looks at job opportunities in these areas.

ASSESSMENT | Define the Target Audience 30%; Examination of Set Text 30%; Broadband Media Planning Assignment 40%.

#### Mobile Communications

This subject focuses on the use of advertising on mobile platforms. It introduces you to the various types of mobile ads and their distinct differences from desktop web-based ads. You'll be learning about different advertising models and how they're applied to mobile devices through stand-alone apps, mobile web and mobile social media. The subject analyses the current state of play for mobile advertising and leading agencies providing mobile ads. You'll be learning about the different mobile advertising channels (mobile web, app-based and social) and the benefits of each channel.

ASSESSMENT | Written Exam 33%; Written Report 33%; Presentation 33%.

## 2ND YEAR OF THE BACHELOR OF DIGITAL MEDIA

### Electives

#### Writing for Digital Communications

This subject helps you develop your writing skills beyond just producing digital content so that you can create strong promotional ideas using ideation techniques specific to digital platforms. You'll be analysing the nature of copywriting and the future of the digital advertising space

ASSESSMENT | Writing Advertising Text for Websites 30%; Writing Advertising Text for Social Media 40%; Essay 30%.

#### Digital Business Communications

This subject explores the exciting and changing world of digital communications, learning key tactics and tools for arising business opportunities. It covers the frameworks that underpin digital communications and includes learning about what drives increased use of social networks for business marketing success. You learn about the functionality of websites and how this meets the needs of an organisation and delivers information to end users.

ASSESSMENT | Web Portfolio 30%; Case Study 35%; Final Exam 35%.

#### Sales and Negotiation

This subject provides insights into various communication models and their value to salespeople and negotiators. You'll be learning about the strategies of influence and persuasion used by business negotiators to achieve agreement and compliance. By the end of this subject you'll have developed a strong understanding of the importance of effective communication in business.

ASSESSMENT | Group Presentation and Report 30%; Sales Interview and Negotiation Session 30%; Final Exam 40%.

#### Leadership and Change Management

In today's business environment, change is constant and the ability to manage change is essential. Good leadership is central to these issues. This subject covers theories and principles around change management with

particular emphasis on understanding the context of the organisation and the style of leadership required to be most effective. Key change management theories are explored and you'll undertake a research project that allows you to evaluate these theories and understand their application to business.

ASSESSMENT | Case Study Analysis 20%; Essay 30%; Final Exam 50%.

#### Enterprise Innovation 2

In recent years the high-profile success of young Australian entrepreneurs in building profitable business has been inspiring. Creating a new venture is a challenging task, one that requires specific knowledge as well as general business and entrepreneurial skills. The process of transforming creative ideas into commercially viable businesses continues to be a major challenge. Successful entrepreneurship requires more than merely luck and money. It is a cohesive process of creativity, risk taking and planning.

Enterprise Innovation 2 exposes you to the process of entrepreneurship and creativity. This module is about learning by doing - applying entrepreneurial thinking to the development of viable business concepts. On completion, you'll know how to develop and evaluate innovative, sustainable, investment - ready business ventures. It's possible that some of the student-led projects may evolve into the real-life ventures.

ASSESSMENT | Exhibition Day - Pitch and Trade Show 40%; Business Debrief 40%; Contribution to Group 10%; Valuation of your share and how much you've multiplied it in your own start-up venture 5%; Valuation of your share and how much you've multiplied it in one or more other start-up ventures in your class 5%.



## How to enrol

Choosing where you'd like to study is one of the most important decisions you'll make towards starting your career. It's no less important if you're already working and thinking about learning new skills or if you're thinking about changing careers.

### **Speak to us today**

We are here to support you with all the information you need to select the right course for you. Our Admissions Team is always available to answer your questions on the courses we offer and our enrolment process. Get in touch today – we are here to help! (link to [contact page](#)).

### **Apply now**

We accept direct applications and you can start the process now. You can complete an application at any time throughout the year so you don't have to wait to secure a place in our next intake (apply to enrol [here](#)).

You can also preference Macleay College on UAC or VTAC, however you don't need to wait for this process to confirm your place with us. You can complete a direct application now.

### **Admission criteria**

The admission criteria differ for each course. We encourage you to speak to our Admissions Team who can walk through the criteria for your course and how they're applied to your individual circumstances.

### **FEE-HELP**

FEE-HELP is a Commonwealth Government loan scheme available to eligible students to help pay for part or all of their fees.

As an approved higher education provider, FEE-HELP is available for our Diploma and Degree courses. For more information about FEE-HELP please click [here](#) to go the Government FEE-HELP website.

# Frequently asked questions

## Enrolment and deferment

### Q | What is the Admissions Policy at Macleay?

A | The criteria for admission to our courses are detailed in our Admissions Policies. You can view the Admissions Policy for Domestic Student [here](#).

### Q | If I enrol as a full-time student, can I change to part-time study after I've started the course?

A | You may change your study load from full-time to part-time, and vice versa, during your studies. However, to avoid academic and/or financial penalty, you should make any changes to your enrolment prior to Census Date for that trimester.

Applications to change your study load can be accessed [here](#) or by calling 1300 939 888 to speak to your Faculty Coordinator if you have any questions.

### Q | Can I defer the start of my course?

A | You can defer the start of your course for up to a maximum of 12 months. If you want to defer for a longer duration, you'll be required to withdraw from the course and re-apply when you are ready to recommence your study at Macleay College.

Applications to defer your enrolment should be made before Census Date to avoid academic and/or financial penalty. Click [here](#) for an Application to Defer the Commencement of Study.

For more information about deferring your enrolment, click [here](#) for the Enrolment Policy or call 1300 939 888 to speak to your Faculty Coordinator to discuss your enrolment options.

### Q | What is the longest time I can take to complete a course?

A | How long you can take to complete your course of study at Macleay depends on a number of factors such as the duration of your course, your study load, your academic progression and if you take any time away from your studies. Generally, the maximum number of subjects you can take per trimester is four (for a full-time study load); and the minimum number of subjects per trimester is two (for a part-time study load).

For more information about course progression and study loads, call 1300 939 888 to speak to your Faculty Coordinator.

### Q | Can I enrol in two courses of study at the same time?

A | You are only allowed to enrol in one course at a time, however you may transfer courses by contacting [registrar@macleay.edu.au](mailto:registrar@macleay.edu.au)

### Q | Can I take a break from my course to travel overseas?

A | You can suspend your enrolment to take a leave of absence (to go travelling for example) for up to 12 months. If you want to suspend your enrolment for longer, you'll be required to withdraw from the course and re-apply when you're ready to continue with your studies.

Applications to suspend your enrolment should be made no later than five working days before Census Date to avoid academic and/or financial penalty. Click [here](#) for an Application for a Leave of Absence.

For more information about deferring your enrolment, click [here](#) for the Enrolment Policy or call 1300 939 888 to speak to your Faculty Coordinator to discuss your enrolment options.

### Q | What is a Census Date?

A | Census Dates are the official deadline for finalising your enrolment and fees without incurring any academic and/or financial penalties. For example, if you wish to withdraw your enrolment or change to a part-time study load, you must do so before the relevant Census Date to avoid a 'Withdrawn Fail' on your academic transcript and incurring a fee liability for those subjects.

Each trimester has its own Census Date and these are listed in the Academic Calendar and Student Handbook. Click [here](#) to see the 2018 Census Dates.

## Course Credit and RPL

You may be eligible for course credit via recognition of prior learning (RPL) for the subjects you have completed.

### Q | I have completed subjects at another institution, can I get credit towards my course at Macleay College?

A | If you have studied at a university or other tertiary institution, you may be eligible for course credit for the subjects you have completed. This is known as Recognition of Prior Learning (or RPL) and may result in course credit via the grade 'Advanced Standing'. Advanced Standing recognises your previous study and may reduce the number of subjects required to complete your course at Macleay College.

For more information you can view the Course Credit for RPL Policy [here](#) or call 1300 939 888 to speak to our Course Advisors about how to apply for course credit.

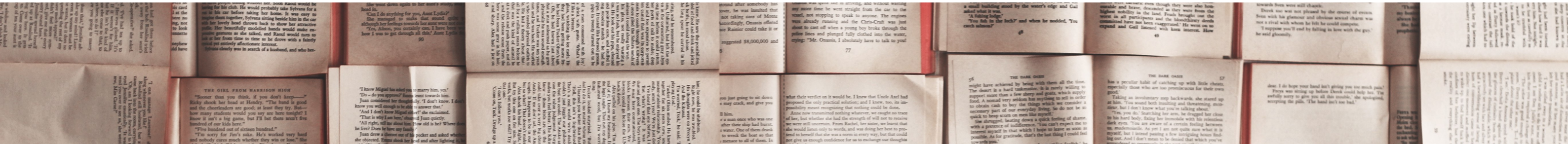
### Q | What is the maximum amount of credit I can get from prior study towards a course at Macleay College?

A | The maximum number of subjects for which exemption (course credit) may be granted is 50% of the total credit points of your course at Macleay College.

### Q | How do I apply for course credit?

A | You apply for course credit by submitting an Application for Course Credit attaching the following documents in relation to the subject/s for which you are seeking exemption:

- Academic transcript(s) of previous courses of study including year completed and grades attained
- Subject outlines and/or course description including information on learning outcomes.



Applications for course credit need to be made before Census Date to avoid academic and/or financial penalty. Click [here](#) for an Application for Course Credit, or call 1300 939 888 to speak to a Faculty Coordinator if you need assistance to complete your application.

**Q | I completed a Diploma course at Macleay, can I get credit if I enrol now into one of the College's Bachelor Degrees?**

**A |** If you passed all 12 subjects of a Macleay Diploma course, you may then articulate into a Macleay Bachelor Degree course. The maximum number of subjects for which credit may be granted is 12 subjects, but this depends on the Diploma you completed and the Bachelor Degree you're enrolling into. Click [here](#) for an Application for Course Credit and [here](#) for the Course Credit for RPL Policy, or call 1300 939 888 to speak to a Faculty Coordinator if you need assistance to complete your application.

## University pathways

**Q | Can I go on to study a Bachelor Degree at another institution after I finish my Diploma?**

**A |** You may apply for enrolment to any university undergraduate or post graduate course. Please note that completion of a Diploma at Macleay College does not guarantee automatic entry into university. Please contact the individual universities to obtain details of application and possible exemptions.

**Q | What Universities does the College have affiliations with?**

**A |** We have formal agreements with Southern Cross University for the Diploma of Advertising and Media into their Bachelor of Arts, Bachelor of Creative Arts and Bachelor of Digital Media and Communications.

**Q | Can the College help me with University applications?**

**A |** We can assist in providing all the relevant information for you to continue your education path into university. The application process is your responsibility, but we'll help you where possible.

## Fees and payment

**Q | How can I pay my course tuition fees?**

**A |** You can pay your course tuition fees one of three ways. You can pay either with an upfront invoice, via the FEE-HELP loan system or a combination of both.

# More frequently asked questions

**Q | Can I pay my tuition fees by instalment?**

**A |** Yes, your tuition fees are charged and payable each trimester making it three equal instalments each year. Tuition fee payment is due by Census Date each trimester.

**Q | Do I get a discount if I pay my fees upfront?**

**A |** There is no discount for upfront fee payment.

**Q | How can I make my tuition fee payment upfront?**

**A |** We accept the following upfront payment options:

CREDIT CARD | Complete a Payment Authority Form to authorise payment by credit card. Click [here](#) for a Payment Authority Form.

BANK TRANSFER | Please include your name as the reference

BANK | National Australia Bank (NAB)

BSB | 082 057

ACCOUNT NUMBER | 199 594 482

ACCOUNT NAME | Macleay College Pty Ltd

**Q | Can I pay my tuition fees by FEE-HELP?**

**A |** Yes, Macleay College is an approved FEE-HELP Provider. Find out more about FEE-HELP and how to apply below.

**Q | How do I apply for a fee refund?**

**A |** You can apply for a refund of fees paid up front or re-credit of your FEE-HELP balance by submitting an 'Application for Fee Refund' with the Registrar before Census Date.

Our Tuition Fee Refund Policy for Domestic Students contains important information about the process to obtain a fee refund (click [here](#) to see the policy).

**Q | Do I have to pay extra fees if I fail a subject?**

**A |** If you're required to repeat a subject you'll be charged to re-do it at the current fee schedule.

**Q | Does Macleay have tuition fee protection assurance coverage?**

**A |** Yes, Macleay is covered by TAFE Directors Australia Tuition Assurance Scheme (Higher Education) which ensures tuition protection for students enrolled in a course of study with us. Click [here](#) for our Statement of Tuition Assurance.

# And even more frequently asked questions

## FEE-HELP

### Q | What is FEE-HELP?

**A** | FEE-HELP is a Commonwealth Government loan scheme that helps eligible students pay their tuition fees. If eligible, you can borrow up to the amount of the tuition fee being charged by your provider for your subject of study. However, over your lifetime you can borrow only up to the FEE-HELP limit (this amount is indexed each year). The Commonwealth Government will pay the amount of the loan directly to the College. You then repay your loan through the taxation system once your income is above the minimum threshold for compulsory repayment. Find out more by downloading the 2017 FEE-HELP Guide [here](#).

### Q | How do I apply for FEE-HELP?

**A** | To apply for a FEE-HELP loan, you'll need a Tax File Number and a 'Request for FEE-HELP Assistance Form'. Find out more about applying for FEE-HELP by downloading the 2017 FEE-HELP Guide [here](#) and visiting the Study Assist website [here](#).

### Q | Where do I get a FEE-HELP assistance form?

**A** | A 'Request for FEE-HELP Assistance Form' can only be obtained from the College. Our Course Advisors will provide you with a 'Request for FEE-HELP Assistance Form' during the application process. Alternatively, you can request a form be posted to you by emailing registrar@macleay.edu.au

### Q | Where do I get a Tax File Number?

**A** | The 'Request for FEE-HELP Assistance Form' will ask for your Tax File Number (TFN).

If you don't have a TFN, you must apply for one through the Australian Taxation Office (ATO). While your application is being processed, you can attach a 'Certificate of Application for a TFN' with your completed 'Request for FEE-HELP Application Form'. Your certificate is available from the Australian Taxation Office (ATO) after you have submitted your TFN Application. For more information about applying for a TFN, click [here](#) or contact the ATO on 13 28 61.

### Q | How do I apply for a fee refund?

**A** | You can apply for a refund of fees paid up front or re-credit of your FEE-HELP balance by submitting an 'Application for Fee Refund' with the Registrar before Census Date. Our Tuition Fee Refund Policy for Domestic Students contains important information about how to obtain a fee refund (click [here](#) to see the policy).

## Internships

### Q | How many hours do I have to do for my internship/work placement? Do I get paid for it?

**A** | Journalism Diploma students are required to complete a minimum of at least 40 hours of internships. While Journalism Degree students are required to complete 120 hours of internship.

If you're studying one of our other Diplomas, you're required to complete a minimum of 84 hours of internships. If you're studying one of our Degrees you are required to complete 164 hours of internship. However, you are encouraged to do more intern hours in order to increase job-readiness after you graduate. Find out more about our Internship Program [here](#).

### Q | Will the College help me get my internship/work placement?

**A** | We constantly receive offers from employers in the advertising, media and digital media industries requesting interns. Our lecturers are industry practitioners and can also help you to find work placement in an area of your interest. It is however your responsibility to select the internship of most interest to you and make an application.

## Employment

### Q | Do Macleay graduates find jobs after they finish their course?

**A** | Many of our graduates find jobs soon after graduation and some are offered work as a result of their internships. You can read more about our graduates [here](#).

### Q | How many hours do I have to do for my internship/work placement? Do I get paid for it?

**A** | Journalism Diploma students are required to complete a minimum of at least 40 hours of internships. While Journalism Degree students are required to complete 120 hours.

If you're studying one of our other Diplomas, you're required to complete a minimum of 84 hours of internships. If you're studying one of our Degrees you are required to complete 168 hours of internship. However, you are encouraged to do more intern hours in order to increase job-readiness after you graduate. Find out more about our Internship Program [here](#).

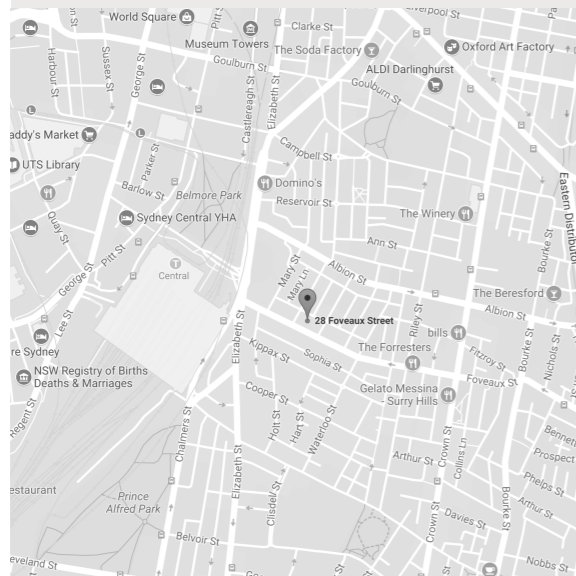
### Q | Will the College help me get my internship/work placement?

**A** | We constantly receive offers from employers in the media and business industries requesting interns. Our lecturers are industry practitioners and can also help you to find work placement in an area of your interest. It is however your responsibility to select the internship of most interest to you and make an application.





## Our campuses



### Sydney

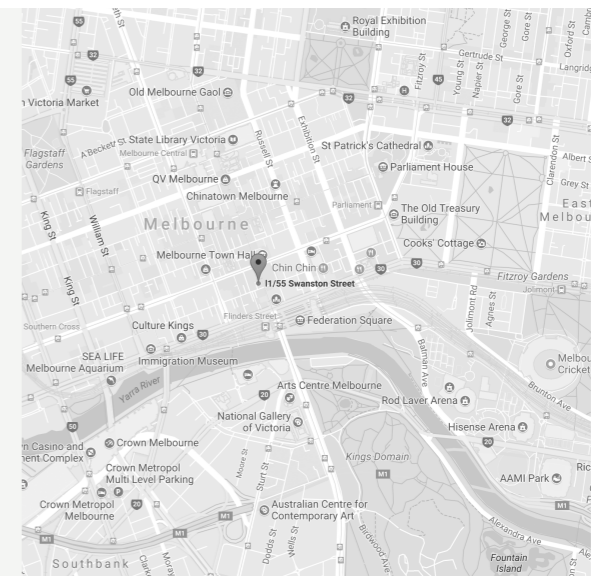
L2, 28 Foveaux Street, Surry Hills, 2010

Our Sydney campus is right in the heart of Surry Hills and a two minute walk from Central Station (trains and buses). Surry Hills sits on the edge of Sydney's CBD and much of its character is due to the number of original industrial buildings and warehouses still there, many of which have been converted into apartments and work spaces. The area is also home to many of Sydney's exciting new cafés and interesting restaurants. This, plus a high number of local businesses being involved directly or indirectly with the creative industries, Surry Hills is recognised as one of Sydney's most creative suburbs.

### Melbourne

L1, 55 Swanston Street, Melbourne 3000

A couple of minutes walk from the iconic Flinders Street Station and Federation Square which is host to galleries, shops and ACMI (the Australian Centre for Moving Image), our Melbourne campus could hardly be more central or more accessible. Sitting on the southern edge of Melbourne's CBD and metres away from where Collins Street and Swanston Street meet, the College is surrounded by an eclectic mix of cafés and shops. The National Gallery of Victoria, Australia's longest running, largest and most visited art museum, is just across the Yarra River.



Phone 1300 939 888  
International +61 2 9267 3311  
study@macleay.edu.au  
macleay.edu.au

-  Macleay College
-  @macleaycollege
-  Macleay College
-  @macleaycollege
-  MacleayCollege
-  MacleayCollege

Macleay College Pty Ltd  
RTO No. XXXX  
CRICOS PROVIDER No. 00899G  
CRICOS CODE 056023G - Diploma  
CRICOS CODE 092900B - Bachelor

