

ADVERTISING TEACH OUT PLAN 2017-2019			2017 UNIT AVAILABILITIES				2018 UNIT AVAILABILITIES				NOTES
2017 Code	UNIT TITLE	Pre-req's	SP1	SP2	SP3	SP4	SP1	SP2	SP3	SP4	
ADV10001	Principles of Advertising	n/a	Y			Y					Final offering SP4, 2017
ADV20001	Advertising Issues: Regulation, Ethics and Cultural Considerations	ADV10001		Y			Y				Final offering SP1 2018
ADV20002	Concept Development and Copywriting	ADV10001 ADV20001 (co-req)		Y				Y			Final offering SP2 2018
ADV30001	Advertising Media Planning and Purchasing	ADV20001 & ADV20002			Y				Y		Final offering SP3 2018
ADV30002	Advertising Management and campaigns Project	ADV20001 & ADV20002 & ADV30001				Y				Y	Final offering SP4 2018
MDA20011	Sports/Advertising/Media	Nil				Y			Y		Final offering SP3 2018
MKT20025	Consumer Behaviour	MKT10007		Y		Y		Y		Y	continuing unit
MKT30017	Branding, Innovation and Design	MKT10007			Y				Y		continuing unit

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