

Completion Planner

Advertising

Minor

Review your studies report and tick off the courses you have completed. If you have not completed a compulsory course, and this course is no longer offered, see the advice for alternatives below.

Discontinued courses are marked in *red italic*.

Some courses are marked **Inc** = Incompatible course. If you have completed one course you cannot complete the incompatible course as they are too similar in content.

This information should be read in conjunction with the program requirements for the [Bachelor of Communication \(2236\)](#).

8 units consisting of:

2 units for -

Course Code	Course Title	
ADVT2509	Foundations of Advertising	If completed, still counts towards plan. Final offering of course in 2021

and 6 units from -

Course Code	Course Title	
ADVT2506	Online Advertising	If completed, still counts towards plan. Final offering of course in 2021
<i>ADVT2511</i>	<i>Advertising & Consumer Culture</i>	If completed, still counts towards plan. If not completed, replace with any Level 2 or 3 Advertising / Marketing / relevant COMU course
ADVT3505	Advertising Strategy	If completed, still counts towards plan. Final offering of course in 2021
<i>ADVT3506</i>	<i>Advertising Research</i>	If completed, still counts towards plan. If not completed, replace with: any Level 3 Advertising / Marketing / relevant COMU course. ADVT3509 Advertising Management (new Semester 2 2021) MKTG3504 Applied Market Research COMU3110 Media Platforms (if not undertaking a Digital Media Major or Minor)
<i>ADVT3507</i>	<i>Creative Advertising and Production</i>	If completed, still counts towards plan. If not completed, replace with: any Level 3 Advertising / Marketing / relevant COMU course.
<i>ADVT3508</i>	<i>Contemporary Issues in Advertising</i>	If completed, still counts towards plan. If not completed, replace with: any Level 3 Advertising / Marketing / relevant COMU course. ADVT3509 Advertising Management

		(New course Semester 2, 2021) MKTG3504 Applied Market Research COMU3110 Media Platforms (if not undertaking a Digital Media Major or Minor)
<i>ADVT3510</i>	<i>Media and Platforms for Advertising</i>	If completed, still counts towards plan. If not completed, replace with: any Level 3 Advertising / Marketing / relevant COMU course.