COURSE OUTLINE

# CMN140 Introduction to Creative Advertising

**School:** School of Business and Creative Industries

2026 | Semester 2

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|---|---|---|
| UniSC Sunshine Coast | BLENDED LEARNING | Most of your course is on campus but you may be able to do some components of this course online. |
| Online | ONLINE | You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement. |

*Please go to unisc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.*

## 1. What is this course about?

### 1.1. Description

This course is an introduction to Advertising Studies. You will be provided with a detailed overview of the advertising industry and the many elements that make up advertising, both creatively and strategically. This course examines relationships between advertisers, advertising agencies, and media. You will be introduced to the methods of planning and developing objectives and budgets, research techniques to understand target audiences, and the creative functions within the advertising industry. You will consider advertising ethics, advertising and media planning, and project management.

### 1.2. How will this course be delivered?

| ACTIVITY | HOURS | BEGINNING WEEK | FREQUENCY |
|---|---|---|---|
| **BLENDED LEARNING** | | | |
| **Lecture** – 1 hour online lecture content for 12 weeks (or equivalent). | 1hr | Week 1 | 12 times |
| **Tutorial/Workshop 1** – In-class tutorial | 2hrs | Week 1 | 12 times |
| **ONLINE** | | | |
| **Lecture** – 1 hour online content for 12 weeks (or equivalent). | 1hr | Week 1 | 12 times |
| **Tutorial/Workshop 1** – Interactive zoom tutorial | 2hrs | Week 1 | 12 times |

### 1.3. Course Topics

Introduction to Creative Advertising

Audiences and audience research

Advertising strategy and planning

Broadcast advertising

Interactive and digital advertising

Media strategy

Copywriting

## 2. What level is this course?

100 Level (Introductory)

Engaging with discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Limited or no prerequisites. Normally, associated with the first full-time study year of an undergraduate program.

## 3. What is the unit value of this course?

12 units

## 4. How does this course contribute to my learning?

| COURSE LEARNING OUTCOMES<br>On successful completion of this course, you should be able to... | | GRADUATE QUALITIES<br>Completing these tasks successfully will contribute to you becoming... |
|---|---|---|
| 1 | Understand the structure, role and communication of advertising in society. | Knowledgeable |
| 2 | Understand the functions of advertising, its agencies and the importance of research in advertising planning and development. | Knowledgeable |
| 3 | Develop a foundational understanding of media planning, creative elements, production and advertising ethics | Ethical |
| 4 | Undertake analysis of advertising in different media. | Creative and critical thinker |
| 5 | Gain basic knowledge of the work of advertising practitioners in developing an advertising campaign | Empowered |
| 6 | Communicate effectively in advertising industry format. | Empowered |

## 5. Am I eligible to enrol in this course?

Refer to the UniSC Glossary of terms for definitions of “pre-requisites, co-requisites and anti-requisites”.

### 5.1. Pre-requisites

Not applicable

### 5.2. Co-requisites

Not applicable

### 5.3. Anti-requisites

Not applicable

### 5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

### 5.5. Microcredential Information

Not applicable

# 6. How am I going to be assessed?

## 6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

## 6.2. Details of early feedback on progress

An early assessment feedback will be provided in week 3 of the semester in the tutorial. Students will be provided the opportunity to get their drafts reviewed, to ensure they understand the task and are addressing the criteria of the assessment.

## 6.3. Assessment tasks

| DELIVERY MODE | TASK NO. | ASSESSMENT PRODUCT | INDIVIDUAL OR GROUP | WEIGHTING % | WHAT IS THE DURATION / LENGTH? | WHEN SHOULD I SUBMIT? | WHERE SHOULD I SUBMIT IT? |
|---|---|---|---|---|---|---|---|
| All | 1 | Artefact - Creative, and Written Piece | Individual | 20% | 500 word limit | Week 5 | Online Submission |
| All | 2 | Artefact - Creative, and Written Piece | Individual | 40% | 1000 word limit | Week 10 | Online Submission |
| All | 3 | Artefact - Creative | Individual | 40% | 1000 word limit | Week 13 | Online Submission |

**All - Assessment Task 1:** Research portfolio - Product research

| | |
|---|---|
| **GOAL:** | To understand the role and importance of research in developing advertisements and advertising campaigns through a research portfolio. You will choose a product to research as part of developing a portfolio. This portfolio will be used in the second assignment as part of developing a product fact book and creative brief. You are required to research and collect information about your chosen product and brand and submit it as an online document. |
| **PRODUCT:** | Artefact - Creative, and Written Piece |
| **AUTHORSHIP STATEMENT:** | |
| **FORMAT:** | Professional/Industry format. This is an individual task in which you will start a research portfolio in the form of a research fact book |

**CRITERIA:**

| No. | | Learning Outcome assessed |
|---|---|---|
| 1 | Show depth and quality of research | 2 3 |
| 2 | Demonstrate comprehensive research of product and brand | 1 2 3 4 |
| 3 | Identify insights of product and brand | 3 4 5 |
| 4 | Application of professional conventions to written communication | 6 |

| | |
|---|---|
| **GENERIC SKILLS:** | Communication, Problem solving, Organisation, Information literacy |

**All - Assessment Task 2:** Advertising product facts book and creative brief

| | |
|---|---|
| **GOAL:** | To understand the role and importance of research in developing advertisements and advertising campaigns through a research portfolio. You will collect and analyse current advertising promotional materials in determining the product's current advertising objectives, strategy and target audience. Using the research portfolio developed in assessment task 1, you are required to write a creative brief based on the provided template to support the development of an advertising campaign. |
| **PRODUCT:** | Artefact - Creative, and Written Piece |
| **AUTHORSHIP STATEMENT:** | |
| **FORMAT:** | Professional/Industry format. In continuation from assessment task 1, you will complete the research fact book and creative brief.The brief will be completed on a template available online on Blackboard. |

**CRITERIA:**

| No. | | Learning Outcome assessed |
|---|---|---|
| 1 | Show thoroughness of client, audience and product research and analysis | 1 2 3 |
| 2 | Apply research findings to the Single Minded Proposition (SMP) | 3 4 5 |
| 3 | Demonstrate quality and relevance of creative brief elements | 4 5 6 |
| 4 | Application of professional conventions to written communication | 6 |

**GENERIC SKILLS:**

**All - Assessment Task 3:** Advertisement Creation

| | |
|---|---|
| **GOAL:** | Using the creative brief you developed in assessment task 2, you are to conceptualise and create an advertisement for your chosen product and brand. The proposed advertisement will have to be developed with all elements of the creative brief taken into consideration. |
| **PRODUCT:** | Artefact - Creative |
| **AUTHORSHIP STATEMENT:** | |
| **FORMAT:** | Professional/Industry format. In continuation from assessment task 2, you will submit the creative brief, a brief explanation of your concept and proposed advertisement online via Blackboard. |

**CRITERIA:**

| No. | | Learning Outcome assessed |
|---|---|---|
| 1 | Demonstrate knowledge, creativity and originality in proposed advertisement | 1 2 3 4 5 |
| 2 | Application of creative brief elements to proposed advertisement | 2 3 4 5 |
| 3 | Demonstrate impact of final copy in the selected mediums | 5 6 |

**GENERIC SKILLS:**

## 7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

## 8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

### 8.1. Prescribed text(s) or course reader

> There are no required/recommended resources for this course.

### 8.2. Specific requirements

Nil

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training for students, and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

### 10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying: The final mark is in the percentage range 47% to 49.4% The course is graded using the Standard Grading scale You have not failed an assessment task in the course due to academic misconduct

### 10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate: - 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task. - 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task. - A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

### 10.4. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

### 10.5. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.6. General Enquiries

**In person:**

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

**Tel:** +61 7 5430 2890

**Email:** studentcentral@usc.edu.au