COURSE OUTLINE

CMN224 Advertising Campaigns

School: School of Business and Creative Industries

2026 | Trimester 2

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 focuses on persuasive techniques and creative strategies that underpin effective advertising practice. Students develop and demonstrate knowledge and skills to produce an integrated advertising campaign. Students work in creative teams for about 8 weeks in this course, drawing their collective understanding of advertising theory and practice, and their respective copywriting and design skills, to create an integrated creative and interactive advertising pitch for an external client. This involves client contact, extensive group work and formal presentations to the internal and external panels/client representatives as part of a pitch process.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	10 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	10 times

1.3. Course Topics

Overview of the Australian Marketing environment and Advertising Industry

Advertising campaigns and their relationship to organisation's broader Integrated Marketing Communication (IMC) Strategies

Understanding and managing team dynamics

Understanding the relationship between longer-term brand-building and shorter-term advertising campaigns

The role of pitching in contemporary advertising industry business models and workflows

Copywriting and image wrangling across analog and digital mediums, including search and social media

Pitch preparation: audience research, market segmentation, product positioning, and teamwork to generate creatively dynamic advertising plans to external clients

Introduction to media, mediums and media buying

Basics of campaign budgeting, monitoring and evaluation, audience feedback and metrics, live campaign course correction

Ethics in Advertising

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES On successful completion of this course, you should be able to...		GRADUATE QUALITIES Completing these tasks successfully will contribute to you becoming...
1	Understand the structure and role of creative and interactive advertising.	Creative and critical thinker
2	Comprehend the nature of marketing strategy and how it is expressed in the advertising processes	Knowledgeable
3	Debate the ethical and social context of advertising including the impact on the environment	Ethical Sustainability-focussed
4	Undertake the analysis of persuasive techniques in different media.	Knowledgeable
5	Communicate effectively and work effectively in creative teams using advertising industry formats	Empowered
6	Participate in the production of creative ideas and strategy.	Engaged

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)

It is expected that students will have knowledge of the advertising industry and processes detailed in the first year Creative Advertising courses.

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

Early assessment of a team assignment and feedback will be provided in week 4 of the trimester in the workshop. 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%	1000 words	Week 4	Online Submission
All	2	Artefact - Creative, and Written Piece	Individual and Group	50%	Presentations to clients should ideally include no more than 20 slides, although additional image slides can be discussed. Exact presentation time will be discussed with the client and shared with you well before the final pitch day.	Week 10	Online Submission
All	3	Written Piece	Individual	30%	1500 word maximum	Week 12	Online Submission

All - Assessment Task 1: Advertising campaign - creative brief

GOAL:	Digital technology allows advertising to be presented to consumers much closer to the point-of-purchase moment, and presented in a more personalised and interactive way. Assess (based on examples and topic outline provided via a Task Information Sheet) whether such tech-driven changes, in your view, increase or decrease the need for, and the centrality, of creativity and creative persuasive techniques in marketing and advertising.
PRODUCT:	Artefact - Creative, and Written Piece
AUTHORSHIP STATEMENT:	
FORMAT:	Specifications/guidelines are shared via a Task Information Sheet provided in Canvas and discussed in the workshops.

CRITERIA:

No.		Learning Outcome assessed
1	Show thoroughness of client, audience and product research and analysis	2 4
2	Demonstrate quality and relevance of creative brief elements	1 2 5
3	Devise and implement strategies that combine analogue and digital media	2
4	Application of professional conventions to written communication	2 5

GENERIC SKILLS:	Communication, Problem solving, Applying technologies

All - Assessment Task 2: Advertising campaign proposal

GOAL:	As a student agency team, you will bring individual and collective skills and knowledge to bear in the creation of an integrated, cost-effective, creative advertising campaign for an external client. This will be based on a clear strategy that you develop in response to the client's brief, that will include audience segmentation, the development of central creative core concept 'big idea' that embodies the strategic intent of the campaign, carefully aligned media planning, accurate budgeting and clear monitoring and evaluation strategy. Wlth your team, you will pitch your team's full proposal and recommendations to the client in an industry-professional environment and to an industry-professional standard.
PRODUCT:	Artefact - Creative, and Written Piece
AUTHORSHIP STATEMENT:	
FORMAT:	Professional/Industry format. Client recommendations will be presented as: i. a professionally prepared 'plan book' or 'bid book' as a printable PDF. Print copies for submission to the client are optional. A suggested template for the format of the Plans Book will be provided. ii. Client Campaign Presentation: Final recommendations will be delivered by the team in a face-to-face presentation to their client. Online and remote students will be accomodated. Further instructions and grading information will be posted on Canvas.

CRITERIA:

No.		Learning Outcome assessed
1	Demonstrate clarity, quality and persuasiveness in proposal	2 3 4 5
2	Application of research to communication strategy, creative ideas and communication channels	2 4 6
3	Show breadth, creativity and originality in recommendations	4 5 6
4	Show ability to work collaboratively as a team	5 6
5	Application of professional conventions to written and oral communication	5

GENERIC SKILLS:	Communication, Collaboration, Problem solving, Applying technologies, Information literacy

All - Assessment Task 3: Advertisting Campaign Project

GOAL:	To evaluate your team's creative pitch Plan Book and Presentation, and assess team dynamics and progress, as well as reflect on your own performance/learning journey in the creation of Task 2's Team-based creative advertising project.
PRODUCT:	Written Piece
AUTHORSHIP STATEMENT:	
FORMAT:	Professional/Industry format. You will be given access to other teams' pitches to the same client and will evaluate both their creative approaches, and reflect back on your team's own choices, having viewed other proposals. A detailed Task Information Sheet will be provided on Canvas and discussed in the Workshops.
CRITERIA:	**No.** / **Learning Outcome assessed** 1 Demonstrate reported responsibilities, activities and contributions — 1 2 3 4 5 6 2 Show ability to work collaboratively as a team — 5 6 3 Review team member performance and input — 3 5 4 Application of professional conventions to written communication — 5
GENERIC SKILLS:	Communication, Problem solving, Applying technologies, Information literacy

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

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:
(a) The final mark is in the percentage range 47% to 49.4%; and
(b) The course is graded using the Standard Grading scale

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:
(a) One day: deduct 5%;
(b) Two days: deduct 10%;
(c) Three days: deduct 20%;
(d) Four days: deduct 40%;
(e) Five days: deduct 60%;
(f) Six days: deduct 80%;
(g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:
Less than 15 minutes: No penalty
From 15 minutes to 30 minutes: 20% penalty
More than 30 minutes: 100% penalty

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

For course-specific questions, contact your teaching staff or Course Coordinator.

For other enquiries or to access support, please contact Student Central:

- UniSC Student Central
- UniSC Adelaide Student Central