

# COURSE DETAIL

## CREATIVE ADVERTISING

**Country**

Australia

**Host Institution**

University of New South Wales

**Program(s)**

University of New South Wales

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Film & Media Studies Communication

**UCEAP Course Number**

120

**UCEAP Course Suffix****UCEAP Official Title**

CREATIVE ADVERTISING

**UCEAP Transcript Title**

CREATIVE ADVERTISING

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This course explores how creative advertising can be engaging, exhilarating, and even world changing. Combining conceptual thinking with practical approaches, students will focus on developing the creative dimensions for advertising campaigns related to contemporary problems ranging from low product awareness through to public social issues. Students will engage imaginatively with client briefs and develop advertising concepts all the while exploring the history of creative theory and practice, as well as the storytelling, art direction, copywriting, and pitching aspects of creative advertising.

## Language(s) of Instruction

English

## Host Institution Course Number

MDIA2005

## Host Institution Course Title

CREATIVE ADVERTISING

## Host Institution Course Details

<https://www.handbook.unsw.edu.au/undergraduate/courses/2026/MDIA2005>

## Host Institution Campus

Sydney

## Host Institution Faculty

Arts, Design and Architecture

## Host Institution Degree

## Host Institution Department

## Course Last Reviewed

2025-2026

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