

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

[Print](#)