

COURSE DETAIL

CREATIVE ADVERTISING

Country

Australia

Host Institution

University of Technology Sydney

Program(s)

University of Technology Sydney

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

62

UCEAP Course Suffix**UCEAP Official Title**

CREATIVE ADVERTISING

UCEAP Transcript Title

CREATIVE ADVERTISNG

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines how organizations use advertising to stay relevant and persuasive through paid media. It explores how to craft messages from a brand's attributes and unique elements, ensuring they offer clear benefits to the target audience.

Language(s) of Instruction

English

Host Institution Course Number

52662

Host Institution Course Title

CREATIVE ADVERTISING

Host Institution Course Details

[https://coursehandbook.uts.edu.au/subject/2026/52662?offering=City+campus-Spring...](https://coursehandbook.uts.edu.au/subject/2026/52662?offering=City+campus-Spring)

Host Institution Campus

City

Host Institution Faculty

Arts and Social Sciences

Host Institution Degree

Host Institution Department

Course Last Reviewed

2026-2027

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