

Diploma in Advertising

Description

This diploma reflects the role of individuals who possess a sound theoretical knowledge base in advertising management and demonstrate a range of managerial skills to ensure that advertising functions are effectively conducted in an organisation or business area. Also, for individuals who have responsibility for the work of other staff and lead teams in conducting advertising campaigns.

This diploma consists of five (5) core units and three (3) elective units

CORE UNITS:

Unit 1: Coordinate advertising research

Unit 2: Develop Media Plan

Unit 3: Create Mass Print Media Advertisements

Unit 4: Create Mass Electronic Media Advertisements

Unit 5: Evaluate and Recommend Advertising Media Options

ELECTIVE UNITS:

Unit 6: Originate and Develop Concepts

Unit 7: Develop Advertising Strategy and Brief

Unit 8: Make Presentation

Unit 9: Develop Advertising Campaign

Possible Job Roles

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Advertising & Marketing Manager
- Advertising & Brand Manager
- Advertising Director
- Advertising Manager
- Copywriter

- Advertising Officer/Planner
- Advertising Coordinator
- Assistant Advertising Brand Manager
- Assistant Advertising Director
- Assistant Planner
- Assistant Copywriter
- Media & Advertising Planner

Pathways from the qualification

After achieving the Diploma in Advertising, candidates may undertake the Advanced Diploma in Advertising, a qualification for senior advertising personnel or other senior personnel who have primary responsibility for the strategic development and planning of an organisation's advertising function, or a range of other Advanced Diploma qualifications.

Text Books:

All study materials would be made available through Royal Academy of Career Development. Check our website for recommended Text.

Course Duration:

6 Months of study of 48 contact hours

Examinations: There is a final examination of 2 hours

Course Fees:

Tuition: US\$400 or G\$80,000

Registration: US\$25 or G\$5,000

Final exam and certification: US\$25 (G\$5,000) Award of Diploma US\$50 (G\$10,000)
[Payable to IPFM]

Entry Requirements:

Persons registering for this course should have at least 3 Subjects CXC, completion of one or more of our certificates or mature/working individuals over 18 years.

ACCREDITATION:

This programme is accredited by The Institute of Professional Financial Managers. For more information you can please visit there website www.ipfm.org.uk or you can come in to us at lot 125 Regent Road Bourda, Georgetown, Guyana.

Unit 1: Coordinate Advertising Research

Description

This unit covers the performance outcomes, skills and knowledge required to conduct primary and secondary advertising research to test advertising themes and ideas.

Performance criteria

Element	Upon completion students should be able to:
1. Assess advertising research requirements	<ul style="list-style-type: none">1.1 Analyze information about the consumer, the product and the market environment to identify and justify the need for further research1.2 Assess creative concepts to determine and justify the need for concept testing1.3 Assess media options and scheduling to determine and substantiate the need for media research1.4 Identify and assess legal, ethical and cultural considerations for advertising research to determine their impact on research methods
2. Select research method/s	<ul style="list-style-type: none">2.1 Confirm research budget and timeframe in selecting appropriate research method/s2.2 Assess the capacity of primary and secondary research methods to provide the required information2.3 Select pre-test advertising method/s which are the most likely to provide the required information on time and within budget2.4 Prepare a research brief that specifies research objectives and method/s, budget, time, schedule and reporting requirements
3. Utilise advertising research findings	<ul style="list-style-type: none">3.1 Analyse research results using appropriate techniques to identify findings and their impact on advertising strategies, budgets and time lines3.2 Adjust advertising strategies, budgets and time lines to reflect research findings3.3 Revise advertising strategies to meet legal and ethical requirements, and the requirements of the advertiser

Skills and Knowledge

Students will develop:

- analytical skills to interpret data and to evaluate how the data may be used
- literacy skills to interpret legal and ethical requirements, and to prepare research briefs and reports
- numeracy skills to collate and analyse data
- research and data collection skills to collect market research.
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Students will develop knowledge in the areas of:

- legal and ethical requirements affecting market research
- organisational policy and procedures for conducting market research
- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
 - anti-discrimination legislation
 - consumer protection laws
 - copyright legislation
- ethical principles
- fair trading laws
 - privacy laws
 - Trades Practices Act
- requirements for time, cost, scope as determined in the advertising brief
- range of available market research and data analysis techniques
- statistical and research methods and techniques.

Unit 2: Develop Media Plan

Description

This unit describes the performance outcomes, skills and knowledge required to interpret an advertising brief to develop a media plan within a given budget.

Performance criteria

Element	Upon completion students should be able to:
1. Define media requirements	<p>1.1 Identify the target audience characteristics from the advertising brief and prepare a detailed consumer profile which uses the same terms as those used to describe media audiences</p> <p>1.2 Analyse product market factors to determine the reach and frequency requirements of advertising media selected</p> <p>1.3 Analyse the creative requirements of the advertising message and determine the media implications</p> <p>1.4 Identify media merchandising requirements from the advertising brief</p> <p>1.5 Confirm the media budget and identify legal and voluntary constraints</p>
2. Select media vehicles	<p>2.1 Weigh up the relative merits of identified media vehicle alternatives taking past media performance into account</p> <p>2.2 Evaluate and test new or alternative media vehicles with other advertisers and against proven vehicles</p> <p>2.3 Select media vehicles that target the required audience, meet media requirements and fulfil merchandising requirements within budget</p> <p>2.4 Select media vehicles that meet the creative, reach and frequency requirements of the advertising message to be achieved within the budget</p> <p>2.5 Ensure selected media vehicles meet legal and ethical requirements</p>
3. Determine the media schedule	<p>3.1 Ensure the duration and timing of the media schedule meet the requirements of the advertising brief</p> <p>3.2 Determine the distribution of messages over the</p>

<p>4. Produce a media plan</p>	<p>duration of the schedule to meet the requirements of the advertising brief</p> <p>3.3 Create a media schedule to the satisfaction of the advertiser</p> <p>3.4 Develop alternative media schedules for the advertiser within the budget</p> <p>3.5 Determine testing schedule for the media plan and continually modify media plan in accordance with results obtained</p> <p>4.1 Create a media plan which defines the media requirements of the advertising brief and provides evidence to support each requirement</p> <p>4.2 Specify the recommended media and vehicle/s, and the rationale for their selection in the media plan</p> <p>4.3 Ensure the media plan contains a budget allocation per medium per advertising period</p> <p>4.4 Identify the anticipated impact of the advertising and measures to assess its effectiveness in the media plan</p>
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Skills and Knowledge

Students will develop:

- communication skills to consult on the media schedule
- evaluation skills to compare and weigh advantages of one medium over another, and to match characteristics with media requirements
- literacy skills to interpret the characteristics of different media and to match them to the requirements of the advertising brief.

Students will develop knowledge in the areas of:

- data analysis and matching techniques
- legal and ethical requirements relating to the advertising industry
- organisational products and services offered
- organisational budget and resource constraints
- principles and characteristics of advertising media, types of media and advertising strategies
- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:

- anti-discrimination legislation
 - consumer protection laws
 - copyright legislation
- ethical principles
- fair trading laws
 - privacy laws
 - Trades Practices Act
- terms for describing media audiences.

Unit 3: Create mass print media advertisements

Description

This unit describes the performance outcomes, skills and knowledge required to create mass print media advertisements that communicate the key features of a product, service or idea to the consumer.

Performance criteria

Element	Upon completion students should be able to:
1. Interpret a creative brief	<ol style="list-style-type: none">1.1 Confirm the central idea or creative concept, technique/s for expressing the idea/concept and mass print media to be used1.2 Identify and check the advertising content and supporting information for accuracy and completeness1.3 Confirm the time, schedule and budget requirements for creating the advertisement/s1.4 Identify legal and ethical constraints
2. Create a mass print media advertisement	<ol style="list-style-type: none">2.1 Determine and produce the elements of a print advertisement to communicate the required image, features and benefits of the product or service2.2 Size and position each element of the print advertisement to achieve balance and focus for the advertisement2.3 Ensure the typeface selections suit the product and the central idea of the advertisement, and the layout balances white space and margins2.4 Ensure the layout of the advertisement unifies the elements, attracts the reader to the focal point and guides the reading sequence2.5 Ensure the advertisement meets the requirements of the advertising brief and that it meets legal and ethical requirements

Skills and Knowledge

Students will develop:

- creativity and innovation skills to write engaging scripts, and to use visual and design techniques to communicate advertising messages efficiently and effectively
- literacy skills to interpret requirements and to write for a variety of audiences and purposes.

Students will develop knowledge in the areas of:

- industry, services, products and organisation
- legal and ethical requirements relating to the advertising industry
- principles and purposes of advertising
- principles of consumer behaviour and influences on buyer behaviour
- principles of creative elements in print advertisements
- range of available advertising approaches for different markets
- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
 - anti-discrimination legislation
 - consumer protection laws
 - copyright legislation
- ethical principles
- fair trading laws
 - privacy laws
 - Trades Practices Act
- requirements for advertising timelines, budget, central idea, resources as specified in the advertising brief

Unit 4: Create Mass Electronic Media Advertisements

Description

This unit describes the performance outcomes, skills and knowledge required to communicate the key features of a product, service or idea to a consumer using mass electronic media.

Performance criteria

Element	Upon completion students should be able to:
1. Interpret a creative brief	1.1 Confirm the central idea or creative concept, technique/s for expressing the idea/concept and mass electronic media to be used 1.2 Identify and check the advertising content and supporting information for accuracy and completeness 1.3 Confirm the time, schedule and budget requirements for creating the advertisement/s 1.4 Identify legal and ethical constraints
2. Create a radio advertisement	2.1 Determine the length, pace and format for the radio advertisement in accordance with the creative brief and the allocated budget 2.2 Determine the content of the opening, middle and close of the radio advertisement to create impact, introduce the central idea, provide support for key product benefits, and provide information to facilitate consumer action 2.3 Prepare scripts to meet the requirements of the producer and performer/s and the allotted time 2.4 Ensure the radio advertisement meets the requirements of the advertising brief and that it meets legal and ethical requirements
3. Create a television or cinema advertisement	3.1 Determine the length, pace and format for the advertisement in accordance with the creative brief and the allocated budget 3.2 Prepare scripts and storyboards to record the visual plan and to identify creative elements that meet the requirements of the creative brief

<p>4. Create an internet, web or podcast advertisement</p>	<p>3.3 Ensure the advertisement attracts attention and sustains interest through coordination of action and motion visual effects, with audio to support the visual image/s</p> <p>3.4 Ensure the advertisement meets the requirements of the advertising brief and that it meets legal and ethical requirements</p> <p>4.1 Determine and produce copy and design elements to communicate the required image, features and benefits of the product or service</p> <p>4.2 Size and position each element of the advertisement to achieve balance and focus for the advertisement</p> <p>4.3 Ensure typeface selections suit the product and the central idea of the advertisement, and the layout balances white space and margins</p> <p>4.4 Design site map, navigation buttons, frames and multiple pages for ease of use</p> <p>4.5 Ensure sound, animation and graphics do not distract from the content of the advertisement</p> <p>4.6 Ensure the advertisement meets the requirements of the advertising brief and that it meets legal and ethical requirements</p>
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Skills and Knowledge

Students will develop:

- creativity and innovation skills to write engaging scripts, and to use visual and design techniques to communicate advertising messages efficiently and effectively
- research, data collection and evaluation skills to compare and weigh advantages of one medium over another, and to match characteristics with media requirements
- literacy skills to interpret the characteristics of different media and to match them to the requirements of the advertising brief
- technology skills to use a range of office equipment and software

Students will develop knowledge in the areas of:

- industry, services, products and organisation
- legal and ethical requirements relating to the advertising industry
- principles and purposes of advertising

- principles of consumer behaviour and influences on buyer behaviour
- principles of creative elements in electronic advertisements
- range of available advertising approaches for different markets
- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
 - anti-discrimination legislation
 - consumer protection laws
 - copyright legislation
- ethical principles
- fair trading laws
 - privacy laws
 - Trades Practices Act
- requirements for advertising timelines, budget, central idea, resources as specified in the advertising brief.

Unit 5: Evaluate and Recommend Advertising Media Options

Description

This unit describes the performance outcomes, skills and knowledge required to identify and evaluate the range of advertising and promotional media to recommend single and multiple media strategies.

Performance criteria

Element	Upon completion students should be able to:
1. Evaluate the use of media for advertising	<ul style="list-style-type: none">1.1 Critically analyse the advantages and disadvantages of each marketing communications media variable and advertising media options for a product or service1.2 Determine media characteristics that match the requirements of the advertising brief for the product or service1.3 Analyse media consumption habits for primary and supplementary advertising media among target audiences1.4 Select advertising media options that match the requirements of the advertising brief for the product or service
2. Evaluate single and multiple media strategies	<ul style="list-style-type: none">2.1 Evaluate media styles as they relate to brand character of product/service being advertised2.2 Compare the advantages and disadvantages of selecting multiple media in a media plan2.3 Develop and apply criteria for multiple media combination selection
3. Select and recommend advertising media	<ul style="list-style-type: none">3.1 Recommend a primary advertising media which meets target audience preferences3.2 Select and recommend supplementary media to complement the primary medium3.3 Ensure recommended media meet the advertising brief and advertiser's requirements and legal and ethical constraints

Skills and Knowledge

Students will develop:

- literacy skills sufficient to read and interpret advertising briefs and to write reports with complex concepts and ideas
- organisational and time management skills to sequence tasks and to meet timelines
- research and data collection skills to evaluate the suitability of media to the product/service, brand and advertising objectives.

Students will develop knowledge in the areas of:

- economic, social and industry trends relevant to the choice of appropriate media options
- industry products/services - to recommend appropriate media options
- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
 - anti-discrimination legislation
 - consumer protection laws
 - copyright legislation
- ethical principles
- fair trading laws
 - privacy laws
 - Trades Practices Act

ELECTIVE UNITS:

Unit 6: Develop Advertising Strategy and Brief

Description

This unit describes the performance outcomes, skills and knowledge required to develop an advertising brief, advertising strategy and creative brief which reflects advertiser needs and preferences.

Performance criteria

Element	Upon completion students should be able to:
1. Determine advertiser requirements	<ul style="list-style-type: none"> 1.1 Confirm the advertising purpose and objectives with the advertiser 1.2 Obtain comprehensive client and product information 1.3 Review the outcomes of previous advertising with the client 1.4 Confirm budget allocation with the client
2. Develop an advertising brief	<ul style="list-style-type: none"> 2.1 Ensure the brief contains a client profile, purpose statement and objectives that reflect advertiser needs 2.2 State advertising objectives in measurable terms and provide specific guidelines on what is to be accomplished by the advertising 2.3 Define key characteristics, competitive factors and the market situation facing the product or service in the advertising brief 2.4 Include a summary of information on the target audience, and legal and ethical constraints in the advertising brief 2.5 Ensure the brief contains a budget allocation and schedule of activities which comply with the advertiser's requirements
3. Develop an advertising strategy	<ul style="list-style-type: none"> 3.1 Establish key consumer insight 3.2 Develop advertising objectives 3.3 Describe audience to be targeted according to demographic, psychographic and behaviouristic characteristics 3.4 Develop a positioning statement

4. Develop a creative brief

- 3.5 Create a unique selling proposition and support statement
- 3.6 Develop ***desired consumer response***
- 3.7 Establish brand personality
- 3.8 Suggest media leveraging opportunities
- 3.9 Confirm ***advertiser's mandatory requirements***
- 4.1 Identify ***advertising content*** using consumer language in the advertising brief
- 4.2 Identify a ***pitch or appeal*** for the product in the advertising brief that meets the advertiser's requirements
- 4.3 Identify ***supporting information*** required for consumer understanding of the product or service in the advertising brief
- 4.4 Ensure a budget for creative work that is consistent with the overall advertising budget is contained in the advertising brief
- 4.5 Incorporate a deadline for creative work that is consistent with the overall advertising schedule in the advertising brief

Skills and Knowledge

Students will develop:

- communication skills to question, clarify and report when creating an advertising brief
- literacy skills to write in a range of styles for different audiences and to interpret legal requirements, company policies and procedures
- numeracy skills to develop budgets
- organisational and time management skills to plan projects, meet deadlines and allocate tasks
- technology skills to use a wide range of office equipment and software to create an advertising brief.

Students will develop knowledge in the areas of:

- industry, services/products and organisation
- legal and ethical requirements relating to the advertising industry
- organisational products or services
- principles and purposes of advertising

- principles of consumer behaviour and influences on buyer behaviour
- range of available advertising approaches for different markets
- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
 - anti-discrimination legislation
 - consumer protection laws
 - copyright legislation
- ethical principles
- fair trading laws
 - privacy laws
 - Trades Practices Act
- requirements for advertising timelines, budget, central idea, resources as specified in the advertising brief.

Unit 7: Originate and Develop Concepts

Description

This unit describes the performance outcomes, skills and knowledge required to originate and develop concepts for products, programs, processes or services to an operational level.

Performance criteria

Element	Upon completion students should be able to:
1. Evaluate and explore needs and opportunities	<ol style="list-style-type: none">1.1 Research and evaluate existing information that informs new concept development1.2 Where appropriate, identify and use gaps in current range of products, programs, processes or services as the catalyst for generating new ideas or concepts1.3 Expand the potential of new ideas through exploration of opportunities beyond the obvious1.4 Identify factors that could have an impact on ideas or concepts to be developed, including potential for commercialisation1.5 Determine whether other players are filling identified gaps or investigating similar opportunities1.6 Develop preliminary ideas on innovative and different ways to address needs and opportunities1.7 In consultation with relevant stakeholders, agree on broad parameters for developing ideas and concepts to meet market requirements
2. Develop a range of creative approaches	<ol style="list-style-type: none">2.1 Use a range of creative thinking techniques to generate innovative and creative concepts to address identified needs2.2 Challenge, test and experiment with different concepts and ideas as part of a collaborative process2.3 Evaluate concepts in terms of their suitability for the target audience or purpose, their feasibility and their commercial potential2.4 Take account of social, ethical and environmental issues as concepts and ideas are generated and

<p>3. Refine concepts</p> <p>4. Develop concepts to an operational level</p>	<p>discussed</p> <p>2.5 Identify resources required to achieve desired creative and innovative outcomes</p> <p>2.6 Evaluate the effectiveness of different strategies for achieving desired outcomes</p> <p>2.7 Select concepts or approaches that achieve required outcomes in an innovative and feasible way</p> <p>2.8 Present proposed concepts or approaches in an appropriate format</p> <p>3.1 Ensure concept development process is open to ongoing refinement and testing</p> <p>3.2 Seek input and feedback on concepts from relevant stakeholders</p> <p>3.3 Seek specialist advice on creative and technical aspects of proposals as required</p> <p>3.4 Compare concepts with best practice examples of similar products, programs, processes or services</p> <p>3.5 Use a range of creative and practical criteria to determine the advantages and disadvantages of different concepts</p> <p>3.6 Evaluate constraints on the realisation of concepts or ideas</p> <p>3.7 Refine proposals based on analysis and feedback</p> <p>4.1 Use refined concepts as the basis for developing detailed implementation specifications</p> <p>4.2 Present specifications to relevant parties for approval, funding or endorsement</p> <p>4.3 Reflect on methodology used to generate concepts and ideas and note ways of improving this in the future</p>
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Skills and Knowledge

Students will develop:

- communication and teamwork skills to work collaboratively on ideas and to articulate the rationale for concepts in ways that promote constructive discussion with others

- creative thinking skills to generate a range of innovative concepts and ideas, to use lateral thinking and to take a visionary approach to developing concepts and ideas
- initiative and enterprise skills to pro-actively identify market requirements
- planning and organising skills to take account of practical issues for concept implementation
- self-management skills to meet deadlines.

Student will develop knowledge in the area of:

- broad context in which concepts are being developed
- cultural, social and environmental issues and impacts to be considered in developing new concepts
- issues and requirements to commercialise the concept
- legal requirements that affect work in a given industry context
- practical and operational issues to be considered in a specific work or community context
- range of broad practical and operational issues that determine whether a concept can be implemented (in any context)
- techniques for generating creative ideas and solutions, and for translating these ideas into workable concepts.

Unit 8: Make Presentation

Description

This unit covers the performance outcomes, skills and knowledge required to prepare, deliver and review a presentation to a target audience.

Performance criteria

Element	Upon completion students should be able to:
1. Prepare a presentation	<ul style="list-style-type: none">1.1 Plan and document presentation approach and intended outcomes1.2 Choose presentation strategies, format and delivery methods that match the characteristics of the target audience, location, resources and personnel needed1.3 Select presentation aids, materials and techniques that suit the format and purpose of the presentation, and will enhance audience understanding of key concepts and central ideas1.4 Brief others involved in the presentation on their roles/responsibilities within the presentation1.5 Select techniques to evaluate presentation effectiveness
2. Deliver a presentation	<ul style="list-style-type: none">2.1 Explain and discuss desired outcomes of the presentation with the target audience2.2 Use presentation aids, materials and examples to support target audience understanding of key concepts and central ideas2.3 Monitor non-verbal and verbal communication of participants to promote attainment of presentation outcomes2.4 Use persuasive communication techniques to secure audience interest2.5 Provide opportunities for participants to seek clarification on central ideas and concepts, and adjust the presentation to meet participant needs and preferences2.6 Summarise key concepts and ideas at strategic points

3. Review the presentation

to facilitate participant understanding

- 3.1 Implement ***techniques to review the effectiveness*** of the presentation
- 3.2 Seek and discuss reactions to the presentation from participants or from key personnel involved in the presentation
- 3.3 Utilise feedback from the audience or from key personnel involved in the presentation to make changes to central ideas presented

Skills and Knowledge

Students will develop:

- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- facilitation and presentation skills to communicate central ideas of a message in an informative and engaging manner, and to utilise verbal and non-verbal techniques to sustain participant engagement
- literacy skills to prepare presentation information and to write in a range of styles for different target audiences.

Students will develop knowledge in the area of:

- data collection methods that will support review of presentations
- industry, product/service
- key provisions of relevant legislation from all forms of government that may affect aspects of business operations, such as:
 - anti-discrimination legislation
 - ethical principles
 - codes of practice
 - privacy laws
 - environmental issues
 - occupational health and safety
- principles of effective communication
- range of presentation aids and materials available to support presentations

Unit 9: Develop Advertising Campaign

Description

This unit describes the performance outcomes, skills and knowledge required to determine key objectives and to develop an advertising campaign to optimise product or service market performance in response to an advertising brief.

Performance criteria

Element	Upon completion students should be able to:
1. Define campaign objectives	<ul style="list-style-type: none">1.1 Clarify the advertiser's purpose and objectives from the advertising brief and use these to set objectives for the advertising campaign1.2 State campaign objectives in measurable terms and identify the nature and extent of what the advertising is to accomplish1.3 Ensure campaign objectives are feasible, given the constraints of time, budget, product and market factors1.4 Ensure campaign objectives take into consideration factors which may affect consumer responses1.5 Ensure campaign objectives meet legal and ethical requirements
2. Prepare an advertising budget	<ul style="list-style-type: none">2.1 Assess and specify research resource requirements for the advertising campaign2.2 Assess and specify resource requirements for a range of media options, creative and production services2.3 Justify resources allocated to each component of the advertising campaign and ensure they are sufficient, in relative terms, to achieve the campaign objectives2.4 Ensure the overall budget meets the requirements of the advertising brief
3. Develop a schedule for proposed advertising activities	<ul style="list-style-type: none">3.1 Confirm the campaign length and timing from the advertising brief3.2 Identify service providers with the required expertise and negotiate their costs and availability3.3 Base the choice of service providers on merit and value for money and ensure the selection meets legal

	<p>and ethical requirements</p> <p>3.4 Ensure the time allowed in the schedule to meet creative, media and production requirements is sufficient to achieve the advertising objectives</p> <p>3.5 Include milestones for monitoring progress and expenditure against budget, and for evaluating campaign effectiveness in the schedule</p>
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Skills and Knowledge

Students will develop:

- communication skills to question, clarify and report when creating an advertising campaign
- literacy skills to write in a range of styles for different audiences and to interpret legal requirements, company policies and procedures
- numeracy skills to develop budgets and schedules
- organisational and time management skills to plan projects, meet deadlines and allocate tasks
- technology skills to use a wide range of office equipment and software to develop an advertising campaign.

Students will develop knowledge in the areas of:

- principles of effective advertising for different markets
- contents of advertising briefs
- industry, services, products and organisation
- legal and ethical requirements pertaining to the advertising industry
- organisational products or services
- principles and purposes of advertising, consumer behaviour and influences on buyer behaviour
- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
 - anti-discrimination legislation
 - consumer protection laws
 - copyright legislation
- ethical principles
- fair trading laws
 - privacy Laws
 - Trades Practices Act
- requirements for advertising timelines, budget, central idea, resources as specified in the advertising brief.