

2009 Course Summary Sheet

■ Graduate Certificate in Advertising (IF94)

This document will assist you with the selection of your study program and completion of your enrolment. Other useful information can be found on the Student Services website studentservices.qut.com/, which can also be accessed via the Online Enrolment portlet.

Location: Kelvin Grove and Gardens Point campus

Course Duration: 1 semester full-time, 2 semesters part-time

Total Credit Points: 48

Total Credit Points/Full-time Semester: 48

Course Coordinators:

Creative Industries: Dr Helen Klaebe

Business: Mr Andrew Paltridge, Director of Studies

Creative Industries Enquiries: creativeindustries@qut.com

Business Enquiries: Faculty of Business Student Enquiries Centre on Level 1, B Block, telephone: (07) 3138 2050, fax (07) 3138 1537 or email: bus@qut.com.

Course Design: All students must complete four compulsory units (48 credit points).

Students commencing in 2009

	Credit Points	Location Code	Hours per week	Previous Unit Code	Semester on offer
AMN420 Advertising Management	12	GP	3		1,2
AMN421 Contemporary Issues in Advertising	12	GP	3		1,2
KIP424 Advertising Creative: Introduction	12	KG	3	KCP360	1,2
<i>Plus choose one of the following units:</i>					
KIP401 Visual Communication	12	KG	3		1
KIP426 Advertising Creative: Copywriting and Art Direction (Strongly recommended)	12	KG	3	KCP362/KCP406	2

Limits on grades of 3: A new policy concerning grades of 3 comes into effect from 1 January 2009 (QUT MOPP C/9.2). With effect from this date grades of 3 will no longer be considered a conceded or low pass but will be classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 will retain the conceded pass status and will be counted for graduation purposes up to the maximum number of grades of 3 permitted for your course. Grades of 3 incurred in units that commence after 1 January 2009 will not count towards your degree. The maximum number of pre-2009 grades of 3 permitted for this course can be found [here](#).

Students who commenced in 2008

	Credit Points	Location Code	Hours per week	Previous Unit Code	Semester on offer
AMN420 Advertising Management	12	GP	3		1,2
AMN421 Contemporary Issues in Advertising	12	GP	3		1,2
KCP404 Advertising Creative: Introduction	12	KG	3	KCP360	1,2
<i>Plus choose one of the following units:</i>					
AMN400 Consumer Behaviour	12	GP	3		1,2
KCP406 ¹ Advertising Creative: Copywriting and Art Direction	12	KG	3	KCP362	1
KVP401 Graphic Design	12	KG	3	KVP100	2

¹ KCP404/KCP360 must be taken as either a prerequisite or a corequisite.