

Program Code	Total Subjects	Intakes	Duration	Degree Structure
HS-23102, v1	9 (120cp)	Jan only	1 year full time	3 Studio based 6 Foundation

Studio Based subjects		
ADVT71-111	Advertising Studio I (10cp)	Jan
ADVT72-222	Advertising Studio II (20cp)	May
ADVT73-333	Advertising Studio III (30cp)	Sept

Foundation subjects		
ADVT71-103	Design, Thinking & Ideation in Advertising	Jan
ADVT71-600	Special Topic: Design Communications	Jan
COMN71-102	Social Media: Risks and Opportunities	Jan
MMDE71-103	Code for Creatives	May
ADVT71-102	Advertising Masterclass: Brand Experience and Advanced Strategic Planning	May
ADVT71-104	Consumption, Experience and Design	Sept



Commencing <b>January only</b>	
Semester 1 (Jan)	
ADVT71-111	Advertising Studio I
ADVT71-103	Design, Thinking & Ideation in Advertising
ADVT71-600	Special Topic: Design Communications
COMN71-102	Social Media: Risks and Opportunities
Semester 2 (May)	
ADVT72-222	Advertising Studio II
MMDE71-103	Code for Creatives
ADVT71-102	Advertising Masterclass: Brand Experience and Advanced Strategic Planning
Semester 3 (Sept)	
ADVT73-333	Advertising Studio III
ADVT71-104	Consumption, Experience and Design