

Program Code	Total Subjects	Intakes	Duration	Degree Structure
HS-23102, v2	9 (120cp)	Jan & Sept	1 year full time	3 Studio based 6 Foundation

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

Foundation subjects		
ADVT71-103	Design, Thinking & Ideation in Advertising	Jan
MMDE71-100	Design Communications	Jan/Sept
COMN71-102	Social Media: Risks and Opportunities	Jan
PUBR71-102	Public Relations Masterclass	Jan
MMDE71-103	Code for Creatives	May/Sept
ADVT71-102	Advertising Masterclass: Brand Experience and Advanced Strategic Planning	May
ADVT71-104	Consumption, Experience and Design	Sept

Commencing January	
Semester 1 (Jan)	
ADVT71-111	Advertising Studio I
ADVT71-103	Design, Thinking & Ideation in Advertising
MMDE71-100	Design Communications
COMN71-102	Social Media: Risks and Opportunities OR
PUBR71-102	Public Relations Masterclass
Semester 2 (May)	
ADVT72-222	Advertising Studio II (20cp)
MMDE71-103	Code for Creatives
ADVT71-102	Advertising Masterclass: Brand Experience and Advanced Strategic Planning
Semester 3 (Sept)	
ADVT73-333	Advertising Studio III (30cp)
ADVT71-104	Consumption, Experience and Design

Commencing September	
Semester 1 (Sep)	
ADVT71-111	Advertising Studio I
MMDE71-100	Design Communications
ADVT71-104	Consumption, Experience and Design
MMDE71-103	Code for Creatives
Semester 2 (Jan)	
ADVT72-222	Advertising Studio II (20cp)
ADVT71-103	Design, Thinking & Ideation in Advertising
COMN71-102	Social Media: Risks and Opportunities OR
PUBR71-102	Public Relations Masterclass
Semester 3 (May)	
ADVT73-333	Advertising Studio III (30cp)
ADVT71-102	Advertising Masterclass: Brand Experience and Advanced Strategic Planning