



Give Cows a Break by Katie Price and Sophie Brooke (2016)

Master of Creative Advertising

Master creative thinking, copy-writing, art direction and concept development with us and within 12 months you will be a highly sought after advertising creative.

This Masters of Creative Advertising differs from other advertising programs because we insist on running it like a full-time creative department within an agency so that our students learn by doing - and doing it at a challenging pace.

It's a five-day week, year-long heady rush of a program with brief after brief; competition after competition; and constant feedback from a full-time tutor who has worked as an advertising creative, as well as creative direction from industry guests, panelists and mentors.

It's a course in which you'll learn how to be brave and fearless about ideas. You'll learn copy-writing and art direction by actively working in teams and you'll learn how to work to tight deadlines by responding to real briefs from agencies, mentors, and clients. You'll also learn by benchmarking your ideas against students globally and nationally by entering work into international and Australian competitions. Better yet, you'll learn about effective messaging in all mediums from online posts to physical posters; from newspapers and magazines both online and real; from scripted radio to unscripted radio; from video on a TV to video on your mobile; from mediums that don't even look like traditional advertising mediums to creating useful products and services that help change people, places and communities for the better.

It is a program that is based on a successful formula that has seen Media Design School's original Creative Advertising program in Auckland, New Zealand become Australasia's most awarded AdSchool. It has been ranked in the top five most creative AdSchools in the world by Young Guns International and second in the world for Social Media by the Bees Awards in San Francisco. In 2016, it also won every single national student competition for ad creatives, as well as winning the only two non-professional global awards for innovation at the AdStars International Festival of Creativity.

This program has been designed collaboratively between Torrens University Australia and the Media Design School, Auckland, New Zealand.

CRICOS CODE:

095354K

LANGUAGE ENTRY REQUIREMENTS:

Equivalent IELTS 6.5 (Academic) with no skills band less than 6.0 (or equivalent TOEFL, CAE or PTE)

INTAKE PERIODS:

February, June, September

DURATION:

Full-time: 4 Trimesters
Full-time accelerated: N/A
Part-time: N/A
Max: 6 years

FEE:

\$39,990

STUDY TYPE:

Full-time on campus

Core Subjects

Creative Thinking and Static Media

Creative Thinking and Moving Media

Creative Thinking and Branded Utility

Creative Thinking and Branded Utility in Emerging Economies

Career possibilities:

Copywriter

Art Director

Promotions (Radio/TV)

Design Consultant

Marketing Agent

Social Media Agencies

Publishing, Brand Activation Agencies

Entry requirements

The standard entry requirement for a postgraduate program is a completed qualification at AQF level 7 (Bachelor degree) or above from an Australian University or an equivalent overseas higher education qualification.

Students without an undergraduate degree, may be admitted to the Graduate Certificate on the basis of at least 6 years of professional experience.

A simple application task that tests dexterity of thought and a brief written task that tests the student's ability to play creatively with language must be completed at application.

At Torrens University Australia, you can:



Enjoy an international study experience as part of your program.



Enjoy hands-on, real world experience with industry placements.



Experience small class sizes of up to 25 students.



Take advantage of a fast-tracked program to complete your qualifications in as little as two years.



Be a part of a global network and community of ideas with Laureate International Universities.



Apply direct to Torrens and find out if you've been accepted.

More Information

Contact a Course and Careers Advisor on **1300 851 245** for more information on any Torrens program.

Torrens University Australia, ABN 99 154 937 005, CRICOS provider number: 03389E. Torrens University Australia is registered as a self-accrediting Australian university by the Tertiary Education Quality and Standards Agency (TEQSA).

The information published in this document is correct at the time of print. However, all programs are subject to review by the Academic Council of Torrens University Australia and the University reserves the right to change its program offerings and courses without notice.

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