

Advertising Media

| BOS course name | Pattern of study | BOS course number | Schools Online entry advice |
|-------------------------------|------------------|-------------------|--|
| Advertising Media (120 hours) | 2 units x 1 year | 59209 | Enter this course number for either Preliminary (Year 11) or HSC (Year 12) |

| TAFE course name | TAFE course number |
|-------------------------------|--------------------|
| Certificate IV in Advertising | 17852 |

| AQF VET qualification |
|--|
| Statement of Attainment towards Certificate IV in Advertising (BSB40107) |

| Minimum work placement |
|------------------------|
| none |

| Exclusions |
|------------|
| none |

HSC unit credit and course requirements

HSC unit credit for VET courses can be accredited to the Preliminary and/or HSC pattern of study.

Advertising Media (120 indicative hours)

- accredited for a total of 2 units at the Preliminary and/or HSC level
- attempt all units of competency.

For a course to count towards the HSC program of study students must satisfy the course completion criteria as required by the Board of Studies. Refer to Section 8.4 of the *Assessment, Certification and Examination (ACE) Manual*.

Access including access by students in Stage 5

In certain circumstances students in Stage 5 may access a Stage 6 VET course while also completing the requirements for the award of the School Certificate. Further information is available on the Board of Studies website at www.boardofstudies.nsw.edu.au/voc_ed/stage-5.html

Course content

| Unit code | Unit title | Unit-specific prerequisite | Core or elective for AQF VET qualification | HSC indicative hours of credit |
|------------|--------------------------------|----------------------------|--|--------------------------------|
| BSBADV402B | Conduct pre-campaign testing | nil | core | 30 |
| BSBADV403B | Monitor advertising production | nil | core | 35 |
| BSBADV404B | Schedule advertisements | nil | core | 20 |
| BSBCMM401B | Make a presentation | nil | listed elective | 20 |

AQF VET qualification

To attain Certificate IV in Advertising (BSB40107) students must achieve 10 units of competency including:

- a) 5 core units of competency
- b) 5 elective units of competency (at least 4 must be listed electives).