

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 this 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).