Summer Course ‘Advertising Theory and Practice’ is being offered in intensive mode (in late Jan and Feb 2011) within the School of Media and Communication at RMIT University.

It is designed to provide students with the ability to explain the theoretical foundations of marketing communications and to develop professional skills in planning, implementing and evaluating communication strategies. Specifically, it introduces the themes which explain how advertising works, explains the role of consumer behaviour in advertising receptiveness, provides a framework for formulating and analysing advertising campaigns.

This course is being run by Senior Lecturer in Advertising, Bradley Wilson. He is a very experienced academic and is often recognised through student nominated teaching awards. Bradley shares a passion for learning and is research active with publications featuring in many international journals.

**Audience:**
Existing and commencing postgraduate coursework students and/or those considering undertaking further advanced studies after their undergraduate studies. For existing students this course is available to students studying at RMIT and other institutions.

The timetable and details on how to enroll for this course are available at: [www.rmit.edu.au/mediacommunication/students/timetables](http://www.rmit.edu.au/mediacommunication/students/timetables)

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Applications will be considered up until class commencement or until quota is reached.