

Graduate Diploma in Advertising Creativity

S.No	Fields	Description
1.	Institution	Auckland University of Technology
2.	Location	Auckland
3.	Brief	The Graduate Diploma in Advertising Creativity is designed for students to learn how to put together a professional-standard portfolio of work that is essential for getting a job in an advertising agency's creative department or for obtaining work in a creative marketing communications company. Students have the chance to work on live briefs, to write and design real ads for real products. There may also be the opportunity for some students' work to be published in the media.
4.	Duration	12 Months
5.	Level	7
6.	Intakes	March
7.	Entry requirements	In order to be admitted to a graduate diploma, applicants shall normally have completed a three-year qualification from a New Zealand tertiary institution or equivalent, or have significant relevant professional experience. In addition, applicants for the advertising creativity programme are required to complete a copy test.
8.	English requirement	A minimum IELTS (academic) score of 6.5 with no band less than 6.0.
9.	Documents required (For Admission)	<ol style="list-style-type: none"> Five Passport size Color Photographs not more than 6 months old (name of student and passport number should be written on the reverse of the photograph). Passport in original. Statement of Purpose (SOP) for Admission. A brief one Page document that describes your background, what subject you wish to study and why, and also your reasons for choosing a particular institution in New Zealand for your study. All students also have to submit a latest CV. Educational certificates. All educational certificates provided should be in original and a set of copies. <p>The documents to include are:</p> <ul style="list-style-type: none"> • IELTS scores • Class 10 Mark sheet/Certificates. • Class 12 Mark sheet/Certificates. • Graduation Mark sheet/Certificates. • Post Graduate Mark sheet/Certificate. • Other courses and Diplomas done. <ol style="list-style-type: none"> Evidence of Employment – Originals and attested copies If the student is working, and taking leave to study, provide an original letter of leave from the employer on company letterhead. If student is resigning from the job, a work reference from the employer on company letterhead is a must. The company's address and phone number must be included on the letter. Two reference letters from professors/HOD/tutors of previous College/university. In addition, applicants for the advertising creativity programme are required To complete a copy test.
10.	Work options (During study)	You would be allowed to work for 20 hrs per week during study and full time during Christmas break.
11.	Outcomes	Most graduates go for jobs in the creative departments of advertising agencies but, as the industry changes, opportunities in non-traditional communication companies are opening up more avenues of employment.
12.	Further Study Pathways	Further study towards a post graduate level qualification may be an option.
13.	Immigration benefits	50 points (Graduate Diploma)
14.	Fees in NZ\$ (per annum)	17100
15.	Web links	http://www.autuni.ac.nz/communications/study-options/graduate-diploma-in-advertising-creativity/