



DURATION OF SUBJECT	FULL YEAR
FINANCIAL COMMITMENT	REFER TO PROPOSED FEE SCHEDULE
COURSE CONTENT	
UNIT 1	ASSESSMENT
Nothing Gold can Stay Students start Year 9 with a creative writing task, based on a novel they have studied in class.	Short Story - Assignment
UNIT 2	ASSESSMENT
The Good, the Bad and the Ugly In unit two students explore the lifestyles of the rich and the famous. They then research and write their own media article about a celebrity of their choice.	Feature Article - Assignment
UNIT 3	ASSESSMENT
From Catchphrase to Cash Opening our eyes to tricks of the trade. How do businesses convince us to part with our hard-earned cash? Students break down the most common tricks and techniques used by advertisers.	Short Answer Exam
UNIT 4	ASSESSMENT
Ethical Marketing Let us apply the tricks we have learned. Students become the advertisers as they design and justify a campaign for an ethical product.	Advertising campaign – Assignment
UNIT 5	ASSESSMENT
Lights, Camera Action In this unit, students study a range of films by director Steven Spielberg. They select one to analyse in a multimodal presentation.	Film Analysis Multimodal Presentation
CAREER PATHWAYS	

Editor

