Bachelor of Business (Public Relations) (BS05)

Year offered: 2011
Admissions: Yes
CRICOS code: 003491G
Course duration (full-time): 3 years
Course duration (part-time): 6 years
Domestic Fees (indicative): 2011: CSP $4,506 per semester (indicative)
International Fees (indicative): 2011: $10,900 (indicative) per semester (subject to annual review)
Domestic Entry: February and July
International Entry: February, July and November* (*conditions apply) (international students can only study at Gardens Point campus)
QTAC code: 413021
Past rank cut-off: 81
Past OP cut-off: 10
OP Guarantee: Yes
Assumed knowledge: English (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 288
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Director of Undergraduate Studies, QUT Business School; email: bus@qut.edu.au
Discipline coordinator: Ms Amisha Mehta
Campus: Gardens Point

Why choose this course?
No two days are the same in the exciting and diverse world of public relations. If you are good at writing, organising, have creative flair, an ability to work under pressure, enjoy current affairs and have good communication skills, a career in public relations could be for you.

Overview
Our public relations major takes publicity, promotion, events, and relationship building to new levels. Throughout the course, you will develop core public relations skills used by practitioners and organisations to manage reputations and relationships with a variety of stakeholders. Learning how to use strategic public relations to effectively communicate and engage with employees, customers, communities and governments prepares you for entry into the global business environment.

Through real-world experience you will develop writing, planning and research skills that will allow you to provide innovative solutions to a range of professionals across corporate, government, agency and not-for-profit sectors. This discipline connects business practices to corporate social responsibility in an environment where organisations recognise the importance of building and managing their reputations with the community.

Completing your degree as a qualified professional communicator, your daily work environment could take you from running a publicity campaign for a movie launch through to working on grassroots campaigns with local communities or the highest levels of government.

Our graduates find work as communication specialists in local and global organisations ranging from dedicated public relations consultancies to specialised units within small, medium, and large firms, government departments and not-for-profit organisations.

Following the introductory unit, which provides a base platform of public relations theory and practice, two units are dedicated to help you build the writing and planning skills necessary for a public relations role. Three third-level units continue to build on these skills by presenting a broad view of the strategic application of public relations, including public relations within organisations, global case studies of public relations, and public relations management. The capstone Public Relations Campaigns unit gives you the chance to enhance your existing knowledge and skills by designing a campaign for a real world client.

Industry links
QUT’s course is well recognised, with a history of more than 25 years in educating industry professionals. This means you will enter an industry which has an established network of QUT graduates currently working in senior positions across the globe.

Our teaching staff has strong industry experience having worked within organisations or public relations consultancies, and we continue to maintain extensive links to current practitioners. These industry links provide students with exposure to guest lecturers who present relevant real-world best-practice case studies in class. They also provide students with opportunities to access internships in consultancies as well as the government, corporate and community sectors.

AMPed, the student association for QUT public relations, advertising and marketing students, gives you access to events run by professional bodies such as the Public Relations Institute of Australia. It’s a great way to meet your fellow students and begin creating your own career networks.

Course combination and career outcomes
The diversity of organisations which rely on public relations as a means of communicating with key audiences means this course can assist you to pursue your interests in a wide variety of industries. From charities to professional sport teams, major events to law firms, consumer goods to the government sector, all seek the services of public relations professionals.

Public relations specialists help organisations build and manage their reputations and work with a range of stakeholders including employees, shareholders, customers, regulators and members of the community.

You may enter the workplace as a public relations officer or consultant, corporate communication advisor, community relations officer, special events manager, promotions manager, or government media advisor.

You can complement your public relations major with secondary areas of study in advertising, marketing, management, human resource management, integrated marketing communication or a language, among other options. Adding marketing or advertising electives will enhance your skills in developing public relations and promotional strategies for organisations, while learning about integrated marketing communication will help you build a comprehensive toolkit for these strategies.

Complementing your public relations course with study in management or human resource management will help you gain access to a career in corporate communication, helping organisations communicate with employees and the wider community.

**Your degree at a glance**

**Year 1**
You will build a base of broad business knowledge through the core units, covering all areas of business from finance, accounting and economics through to marketing and global business. With generic skills in all areas, you will gain an understanding of how businesses operate within the commercial and social environment. You will begin your studies in public relations in the second semester, with an introduction to founding principles, an overview of the profession, and an insight into the future of public relations practice in contemporary organisations.

**Year 2**
You will build knowledge and skills in public relations techniques, learning how to write and prepare public relations tactics and tools such as media releases, social media programs, and events for real-world clients. In doing so, you will develop a portfolio of public relations materials to show potential employers. You will also build skills in public relations planning, allowing you to identify the best practices of public relations by analysing successful public relations campaigns from Australia and around the world. You will also have the opportunity to personalise your degree with the selection of a second study area.

**Year 3**
Acting as an internal adviser, you will explore corporate communication issues for organisations and track contemporary issues through case studies. You will also take the role of a public relations consultant, advising a real-world client on their problem or opportunity. Working in partnership with other students to form a consulting team, you will prepare a campaign plan to present to your client. Your writing skills will be further developed through your campaign portfolio. Work placements are also available to match your interests in consultancies, government, corporate settings and community groups.

**Professional recognition**
This course is accredited by the industry's peak professional body, the Public Relations Institute of Australia (PRIA), providing graduates access to professional education and career opportunities. QUT maintains strong links with this body, in which a number of our teaching staff hold executive positions.

**Practical teaching**
The practical nature of this major means that you will graduate with a portfolio of work to demonstrate your skills to potential employers.

Third year project work is imperative to demonstrating the depth and breadth of skills you have accumulated throughout the course. This hands-on experience will give your career a vital kick start by bringing together the design, strategic planning and tactical preparation that underpins a real world public relations campaign.

**Limits on grades of 3**
A new policy concerning grades of 3 came into effect from 1 January 2009 (QUT MOPP C/5.2). With effect from this date grades of 3 are no longer considered a conceded or low pass but are classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 retain the conceded pass status and will be counted for graduation purposes up to the maximum number of grades of 3 permitted for your course. Grades of 3 incurred in units that commence after 1 January 2009 will not count towards your degree. Further information is available on the Student Services website.

**Other majors**
See also separate entries for other majors in this course: Accountancy, Advertising, Economics, Finance, Human Resource Management, International Business,
Management, and Marketing.

**Deferment**
Domestic students can defer their offer in this course for one year. In exceptional circumstances up to 12 months of additional deferment may be granted.

Find out more on deferment.

**Abbreviation**
BBus(PublicRelations)

Public Relations (Full-time Semester 1 Entry)

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Public Relations (Full-time Semester 2 Entry)

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Information for future students
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**Public Relations Unit Sets**

**Primary Major**

- Public Relations - 8 Unit Major
  - AMB201 Marketing and Audience Research
  - AMB263 Introduction To Public Relations
  - AMB264 Public Relations Techniques
  - AMB372 Public Relations Planning
  - AMB373 Corporate Communication
  - AMB374 Global Public Relations Cases
  - AMB375 Public Relations Management
  - AMB379 Public Relations Campaigns

**Second Area of Study**

- Public Relations - 6 Unit Major
  - AMB201 Marketing and Audience Research
  - AMB263 Introduction To Public Relations
  - AMB264 Public Relations Techniques
  - AMB372 Public Relations Planning
  - AMB373 Corporate Communication
  - AMB374 Global Public Relations Cases

**Public Relations Minor (for non Public Relations students)**

Select four (4) from the following:

- AMB201 Marketing and Audience Research
- AMB263 Introduction To Public Relations
- AMB264 Public Relations Techniques
- AMB372 Public Relations Planning
- AMB373 Corporate Communication
- AMB374 Global Public Relations Cases
Languages Unit Sets

**Important Information:**

Languages are delivered through an Australian-first alliance between QUT, the University of Queensland (UQ) and Griffith University (GU).

In addition to wide range of option (elective) choices, 6 unit second majors and 4 unit minors are available in the following Languages:

- French (UQ)
- German (UQ)
- Indonesian (UQ)
- Italian (GU)
- Japanese (UQ and GU)
- Korean (UQ)
- Mandarin (QUT)
- Russian (UQ)
- Spanish (UQ and GU)

If you wish to study a language other than Mandarin, you will be able to enrol as a cross institutional student at GU or UQ. You can access enrolment information and the cross institutional application at www.bus.qut.edu.au/courses/languages/

To satisfy requirements of a second major or minor, the same language must be studied and undertaken at the same university.

Students wishing to study a language as a 6 unit major, should enrol in the first language unit in their first semester.

For further information regarding languages, refer to http://www.bus.qut.edu.au/study/languages/

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Public Relations with Advertising Second Major

**Year 1, Semester 1**

- BSB119 Global Business
- BSB123 Data Analysis
- BSB124 Working in Business
- BSB126 Marketing

**Year 1, Semester 2**

- BSB110 Accounting
- BSB113 Economics
- BSB115 Management
- AMB263 Introduction To Public Relations

**Year 2, Semester 1**

- AMB201 Marketing and Audience Research
- AMB264 Public Relations Techniques
- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice

**Year 2, Semester 2**

- AMB372 Public Relations Planning
- AMB373 Corporate Communication
- AMB318 Advertising Copywriting
- AMB319 Media Planning

**Year 3, Semester 1**

- AMB374 Global Public Relations Cases
- AMB375 Public Relations Management
- AMB320 Advertising Management
- AMB330 Advertising Planning Portfolio

**Year 3, Semester 2**

- AMB379 Public Relations Campaigns
- BSB111 Business Law and Ethics
  - Option (elective) unit
- Option (elective) unit

**Important Information**

Please note: List of Second Area of Study can be viewed under BS05 (Public Relations) Unit Sets. Check unit availability when selecting Second Area of Study units.

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Public Relations with Marketing Second Major

**Year 1, Semester 1**

- BSB119 Global Business
- BSB123 Data Analysis
- BSB124 Working in Business
- BSB126 Marketing

**Year 1, Semester 2**

- BSB110 Accounting
- BSB113 Economics
- BSB115 Management
- AMB263 Introduction To Public Relations

**Year 2, Semester 1**

- AMB201 Marketing and Audience Research
AMB264 Public Relations Techniques
AMB200 Consumer Behaviour

Remaining Business School Core OR Option (elective) unit

Year 2, Semester 2

AMB372 Public Relations Planning
AMB373 Corporate Communication
AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management

Year 3, Semester 1

AMB374 Global Public Relations Cases
AMB375 Public Relations Management
AMB335 E-marketing Strategies

Remaining Business School Core OR Option (elective) unit

Year 3, Semester 2

AMB379 Public Relations Campaigns
AMB336 International Marketing
AMB340 Services Marketing

Remaining Business School Core OR Option (elective) unit

Important Information

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Potential Careers:

Government Officer, Information Officer, Journalist, Media Industry Specialist, Policy Officer, Public Relations Officer/Consultant, Publishing Professional.

UNIT SYNOPSISES

AMB200 CONSUMER BEHAVIOUR

This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation. 

Prerequisites: BSB126 or CTB126 or BSB116 or BSB117

AMB201 MARKETING AND AUDIENCE RESEARCH

This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.

Prerequisites: BSB126, CTB126, BSB116, or BSB117

AMB202 INTEGRATED MARKETING COMMUNICATION

In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a ‘total’ approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.

Prerequisites: BSB126 or CTB126 or BSB116 or BSB117

AMB220 ADVERTISING THEORY AND PRACTICE

This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings
and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.  

Prerequisites: BSB126, CTB126, BSB116, or BSB117  
Antirequisites: COB308  
Equivalents: AMX220  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

**AMB240 MARKETING PLANNING AND MANAGEMENT**  
This unit extends the student’s knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.  

Prerequisites: BSB126 or CTB126  
Equivalents: AMX240, CTB240  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1 and 2011 SEM-2

**AMB263 INTRODUCTION TO PUBLIC RELATIONS**  
This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to understand more about this important area of business.  

Prerequisites: BSB126, CTB126, BSB116, or BSB117  
Equivalents: AMB260, AMX263  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

**AMB264 PUBLIC RELATIONS TECHNIQUES**  
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.  

Prerequisites: BSB126, CTB126, BSB116, or BSB117  
Antirequisites: AMB261, AMB262  
Equivalents: AMX264  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

**AMB318 ADVERTISING COPYWRITING**  
There are two parts to any copywriting process the thinking and the writing. In the first part, students learn to solve advertising problems through an understanding of the prospect and the product and the formulation of incisive creative strategy. In the second part, creative thinking techniques are applied and advertising concepts emerge from the creative strategy. Students’ thinking and writing skills are refined in weekly workshops and culminate in a group project.  

Prerequisites: AMB220 or COB308  
Equivalents: AMB221, AMX318  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

**AMB319 MEDIA PLANNING**  
This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media plan are emphasised.  

Prerequisites: AMB220  
Equivalents: AMB222, AMX319  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

**AMB320 ADVERTISING MANAGEMENT**  
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.  

Prerequisites: (AMB318 or AMB221) and (AMB319 or AMB222)  
Equivalents: AMX320  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

**AMB330 ADVERTISING PLANNING PORTFOLIO**
This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.

**Prerequisites:** AMB318 or AMB221, and AMB319 or AMB222    **Equivalents:** AMX330    **Credit points:** 12    **Contact hours:** 3 per week    **Campus:** Gardens Point    **Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB335 E-MARKETING STRATEGIES

E-Business and mobile commerce technologies have emerged as defining technologies for companies in the 21st century. This unit focuses on e-marketing applications and strategies and the marketer’s role in developing solutions that integrate new and old economies. Drawing on their knowledge of marketing principles, students will examine the diverse applications of technology in product and service design; product distribution/service delivery and logistics; promotional strategies and other marketing components. The unit also explores the role of emerging electronic models and the use of e-marketing strategies to achieve global competitive advantage.

**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201    **Equivalents:** AMB241, AMX335    **Credit points:** 12    **Campus:** Gardens Point and Caboolture    **Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB336 INTERNATIONAL MARKETING

The aim of this unit is to provide students with a thorough understanding of the multiplicity of issues that impact on the development of international marketing strategies and plans and their operational implementation. The unit is highly applied and provides students with the following opportunities: to analyse global international firms, their marketing strategies and various international marketing issues in a variety of geographic and industry contexts; to evaluate methodologies and new practices for handling problems and issues typical of global and international markets and competition; to develop an operationally sound international marketing plan.

**Prerequisites:** AMB240, CTB240, AMB210, or IBB210    **Equivalents:** AMX336, IBB213    **Credit points:** 12    **Campus:** Gardens Point and Caboolture    **Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### AMB340 SERVICES MARKETING

This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.

**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201    **Antirequisites:** MIB311    **Equivalents:** AMX340, CTB340    **Credit points:** 12    **Campus:** Gardens Point and Caboolture

### AMB372 PUBLIC RELATIONS PLANNING

This unit introduces students to the public relations planning process. Students build skills in planning by analysing the components, execution and evaluation of contemporary public relations campaigns. The public relations planning process, partnered with theoretical concepts and ethical considerations, is examined across practice contexts and areas.

**Prerequisites:** ((AMB263 or AMB260) and AMB264)) or (AMB261 and AMB262)    **Equivalents:** AMX372    **Credit points:** 12    **Campus:** Gardens Point    **Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB373 CORPORATE COMMUNICATION

Corporate Communication provides students with the opportunity to build on and apply their understanding of public relations to an in-house corporate role. Students gain an overview of an organisation relevant to the practice of public relations at a senior level in organisations by investigating internal communication processes, corporate reputation, corporate social responsibility, organisational culture and change and issues and crisis management.

**Prerequisites:** (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262)    **Equivalents:** AMB360, AMX373    **Credit points:** 12    **Campus:** Gardens Point    **Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB374 GLOBAL PUBLIC RELATIONS CASES

Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public relations discipline's practice and strengthen students' decision-making and critical thinking skills.

**Prerequisites:** AMB372, AMB261, or AMB262    **Equivalents:** AMB370, AMX374    **Credit points:** 12    **Campus:** Gardens Point    **Teaching period:** 2011 SEM-1 and 2011 SEM-2
AMB375 PUBLIC RELATIONS MANAGEMENT
This unit develops student skills in the analysis of public relations public relations programs in line with corporate strategy, integrating long term planning with issue assessment and response. Students extend analytical, interpretive and management skills in the public relations role.
Prerequisites: AMB372 and AMB373, or AMB360
Equivalents: AMX375
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB379 PUBLIC RELATIONS CAMPAIGNS
As the capstone unit, Public Relations Campaigns sees the student bring together the design, strategic planning and tactical preparation that underpins an effective public relations campaign. Students research, develop and present their plans for a real world client, enhancing their portfolio prior to graduation.
Prerequisites: AMB374 or AMB370, and AMB201 or CTB201
Equivalents: AMB361, AMX379
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

BSB110 ACCOUNTING
Accounting data is the basis for decision making in any organisation. Accordingly, the aim of this unit is to provide students with a basic level of knowledge of modern financial and managerial accounting theory and practice so that they can understand how accounting data is used to help make decisions in organisations. The unit covers financial procedures and reporting for business entities, analysis and interpretation of financial statements and planning, control and business decision making.
Antirequisites: BSD110, CNB293, UDB342
Equivalents: BSX110, CTB110
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

BSB111 BUSINESS LAW AND ETHICS
This unit integrates the concepts and principles of business law with the theories and applications of business ethics. The unit makes extensive use of cases in law and ethics to develop knowledge and skills that enable students to analyse, apply and evaluate the legal principles and ethical decision-making processes relevant to modern business practice.
Antirequisites: AYB120, LWS009, LWB145
Equivalents: BSX111, CTB111
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

BSB113 ECONOMICS
This unit introduces students to the key economic concepts and their practical applications. It comprises twelve topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production and cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.
Antirequisites: BSD113, UDB104
Equivalents: BSX113, CTB113
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

BSB115 MANAGEMENT
The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.
Antirequisites: BSD115
Equivalents: BSX115, CTB115
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM-1

BSB119 GLOBAL BUSINESS
This unit examines the drivers of globalisation and the diversity of country markets at an introductory level. It develops the skills and understanding to identify and respond to the opportunities, challenges and risks of conducting business across politically, economically and culturally diverse environments. An authentic country feasibility study is undertaken to help identify where a firm can find opportunities both in terms of actual and potential markets and the location for value-adding activities. The unit aims for students to have developed a comprehension of the nature and role of globalisation and the drivers of international business, a knowledge of the competitive forces and challenges confronting all business as a consequence of globalisation processes and an awareness of the additional knowledge and skills required of management to operate business internationally across a diversity of environments.
Antirequisites: BSB116, BSB112, BSD119
Equivalents: BSX119, CTB119
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

BSB123 DATA ANALYSIS
The ability to collect, analyse, manipulate, understand and report data is an important skill in any work environment. This is particularly true in business where learning to deal with randomness, variation and uncertainty is a vital skill for anyone intending to apply their knowledge. This unit is designed to ensure that students gain the basic tools necessary to allow them to develop this skill. Students will also gain an introduction to many of the quantitative techniques which will be used throughout their further studies in their chosen discipline.

**Antirequisites:** BSB117, BSB122, CTB122, EFB101, MAB101, MAB141, MAB233  
**Equivalents:** BSX123  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### BSB124 WORKING IN BUSINESS

This unit will help you to kickstart your study and your career in business regardless of your specific discipline. Not only does “Working in Business” give you an understanding of where business has come from and where it is headed, but you will also gain insights into yourself and how you can develop as both a student and professional in the business world. It covers an overview of business, the important issues for working as a professional in an organisation, and also gives you the opportunity to reflect on your own skills, preferences and career options so you can plan a future that suits you.

**Antirequisites:** BSB114, CTB114, HHB113, BSD124  
**Equivalents:** BSX124  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### BSB126 MARKETING

This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.

**Antirequisites:** BSB116, BSD126  
**Equivalents:** BSX126, CTB126  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM