Bachelor of Business (Marketing) (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 (Gardens Point and Caboolture Campus)
International Entry: February, July and November* (*conditions apply) (international students can only study at Gardens Point campus)
QTAC code: 413021: Gardens Point; 463021 Caboolture
Past rank cut-off: Gardens Point: 81, Caboolture: 71
Past OP cut-off: Gardens Point: 10, Caboolture: 14
OP Guarantee: Yes
Assumed knowledge: English (4, SA) and Maths A, B or C (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: Mr Bill Proud
Campus: Gardens Point and Caboolture

Why choose this course?
If you have ever wondered how brands are built, customers communicate with, new products developed and long-term relationships established, then you should consider a career in marketing.

Overview
Marketing is a challenging, strategic and ever-changing career. Successful brands such rely heavily on marketing programs to ensure they stay in front of competitors and in the minds of customers – making this an indispensable role.

Marketing is a broad discipline combining the creation of new products, their packaging and contents, deciding where and how to sell them, and how to communicate with potential customers about their benefits.

The marketing function covers a variety of jobs across a wide range of industries. This, and its pivotal role in business strategy, makes marketing a challenging, satisfying and fulfilling career choice.

Learn about market research and consumer behaviour from leading industry professionals. Gain a thorough understanding of pricing and placement strategies and delve into the revolutionary world of e-marketing and integrated communications.

Tools such as market and consumer research, product design, promotional, pricing and distribution strategies will be studied to give a depth of understanding of marketing.

Graduates work in a very wide range of roles and industries from the marketing departments of large firms to small businesses, consultancies and not-for-profit organisations.

The major builds from a first-year unit introducing basic elements of the discipline to units developing knowledge in marketing research, management and communication, to units focussed on special applications such as e-marketing, services marketing and international marketing.

The capstone Strategic Marketing unit develops skills in implementing strategic marketing decisions in specific business situations. Over the course students also develop the ability to integrate marketing and other business functions.

Industry links
Our real-world links start with our lecturers, many of whom have professional experience in industries as diverse as manufacturing, market research, sports marketing, sponsorship, major events and service industries. These links will enrich your learning through access to real-world examples and guest lecturers, and up-to-the-minute professional practices.

AMPed, the student association for QUT advertising, marketing and public relations students, gives you access to leading industry professionals. Gain a thorough understanding of pricing and placement strategies and delve into the revolutionary world of e-marketing and integrated communications.

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Course combination and career outcomes
QUT has been a market leader in marketing education for more than 20 years, and our graduates are marketing professionals in a range of industries both locally and internationally.

Many of our graduates begin as marketing coordinators, or assistant brand and product managers, completing functional aspects of marketing, such as marketing communication or sales management. They then progress to more strategic roles such as business development...
managers, brand or product managers, marketing consultants or marketing managers.

Extend your Marketing major with additional units, or choose complementary studies in advertising, public relations, management, Integrated Marketing Communication, entrepreneurship, economics, sales or logistics.

The areas of advertising, public relations and integrated marketing communication offer a complementary second study area. Adding a stronger emphasis on communications skills will see you well positioned to work in a variety of industries, whether your interests lie in consumer goods, service industries, the public sector or charity organisations.

Combining your marketing major with some study in management will provide you with strategic and decision making skills, and give you greater scope to add value to the organisation through achieving competitive advantage. This combination may also enhance your career progression through to senior management positions.

Marketing skills are highly sought after by multinational firms to manage marketing communications and logistics globally. Including studies in international business or logistics can help launch your career into overseas markets.

**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 international and electronic business. With generic skills in all areas, you will gain an understanding of how businesses operate within the commercial and legal environment. Your marketing major will commence in second semester, investigating why consumers buy products and how they make purchase decisions.

**Year 2**
Building your knowledge of consumer behaviour, you will gain skills in conducting consumer and audience research and learn how market research informs corporate and strategic decision making. You will investigate the part technology has to play in developing new products for consumers, and learn how e-marketing can help companies compete in a global market. You will also have the opportunity to personalise your degree with the selection of a second study area.

**Year 3**
You will round out your major by finding out how marketing decisions contribute to the strategic success of any business. Opportunities to apply your knowledge to real-world scenarios include producing a marketing plan in a simulated environment which allows you to apply your marketing decision making skills and assess the results. You may also have the opportunity to complete an industry placement to gain valuable work experience.

**Campus options**
You may choose to complete your business degree at Gardens Point or Caboolture campus, majoring in Marketing.

**Professional recognition**
Graduates may be eligible for membership of a number of professional bodies depending on choice of major and units.

Marketing first and second major and extension – Students may meet the requirements for membership of the Australian Marketing Institute, the Marketing Research Society of Australia, the Australian Institute of Management, the American Marketing Association and the Australian Institute of Export.

**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**

**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.

**Abbreviations**
BBus(Marketing)

Marketing (Full-time Semester 1 Entry)

**Year 1, Semester 1**
BSB119 Global Business
BSB123 Data Analysis
BSB124 Working in Business
BSB126 Marketing

Year 1, Semester 2
BSB115 Management
BSB111 Business Law and Ethics
AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research

Year 2, Semester 1
AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management
Remaining Business School Core OR Second Area of Study OR Option (elective) unit

Year 2, Semester 2
AMB335 E-marketing Strategies
Remaining Business School Core OR Second Area of Study OR Option (elective) unit

Year 3, Semester 1
AMB336 International Marketing
AMB340 Services Marketing
Remaining Business School Core OR Second Area of Study OR Option (elective) unit

Year 3, Semester 2
AMB359 Strategic Marketing
Remaining Business School Core OR Second Area of Study OR Option (elective) unit

Important Information
Please note: List of Second Area of Study can be viewed under BS05 (Marketing) Unit Sets. BSB110 and BSB113 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Marketing (Full-time Semester 2 Entry)

Year 1, Semester 2
BSB119 Global Business
BSB123 Data Analysis
BSB124 Working in Business
BSB126 Marketing

Year 2, Semester 1
BSB111 Business Law and Ethics
BSB115 Management
AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research

Year 2, Semester 2
AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management
Remaining Business School Core OR Second Area of Study OR Option (elective) unit

Year 3, Semester 1
AMB335 E-marketing Strategies
Remaining Business School Core OR Second Area of Study OR Option (elective) unit

Year 3, Semester 2
AMB336 International Marketing
AMB340 Services Marketing
Remaining Business School Core OR Second Area of Study OR Option (elective) unit

Year 4, Semester 1
AMB359 Strategic Marketing
Remaining Business School Core OR Second Area of Study OR Option (elective) unit
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**Important Information**

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Marketing (Part-time Semester 1 Entry)

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### Important Information

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

### Marketing Unit Sets

#### Primary Major

- **Marketing - 8 Unit Major**
  - AMB200 Consumer Behaviour
  - AMB201 Marketing and Audience Research
  - AMB202 Integrated Marketing Communication
  - AMB240 Marketing Planning and Management
  - AMB335 E-marketing Strategies
  - AMB336 International Marketing
  - AMB340 Services Marketing
  - AMB359 Strategic Marketing

#### Second Area of Study

- **Marketing - 6 Unit Major**
  - AMB200 Consumer Behaviour
  - AMB201 Marketing and Audience Research
  - AMB202 Integrated Marketing Communication
  - AMB240 Marketing Planning and Management

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### Marketing - Extension

Choose 4 from:

- AMB206 Social Marketing
- AMB251 Innovation and Brand Management
- AMB252 Business Decision Making
- AMB303 International Logistics
- AMB310 Internship
- AMB350 Sales and Customer Relationship Management

### Marketing - Minor

Select four (4) from the following units:

- AMB200 Consumer Behaviour
- AMB201 Marketing and Audience Research
- AMB202 Integrated Marketing Communication
- AMB240 Marketing Planning and Management
- AMB335 E-marketing Strategies
- AMB340 Services Marketing

### Sales - Minor

- AMB331 Direct Marketing
- AMB249 Professional Selling
- AMB350 Sales and Customer Relationship Management
- MGB225 Intercultural Communication and Negotiation Skills

### Tourism and Entertainment Marketing Minor

- AMB207 Entertainment Marketing
- AMB209 Tourism Marketing
- AMB208 Events Marketing
- AMB264 Public Relations Techniques

### 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)
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/

Marketing with Advertising Second Major

Year 1, Semester 1
BSB119 Global Business
BSB123 Data Analysis
BSB124 Working in Business
BSB126 Marketing

Year 1, Semester 2
BSB115 Management
BSB111 Business Law and Ethics
AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research

Year 2, Semester 1
AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management
AMB220 Advertising Theory and Practice
*Choose one from the following to complete the Advertising major:
AMB230 Digital Promotions
AMB331 Direct Marketing

Year 2, Semester 2
AMB335 E-marketing Strategies

AMB318 Advertising Copywriting
AMB319 Media Planning

Year 3, Semester 1
AMB336 International Marketing
AMB340 Services Marketing
AMB320 Advertising Management
AMB330 Advertising Planning Portfolio

Year 3, Semester 2
AMB359 Strategic Marketing

Important Information
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Marketing with Integrated Marketing Communication Second Major

Year 1, Semester 1
BSB119 Global Business
BSB123 Data Analysis
BSB124 Working in Business
BSB126 Marketing

Year 1, Semester 2
BSB115 Management
BSB111 Business Law and Ethics
AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research
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<td>AMB335  E-marketing Strategies</td>
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<td>AMB264  Public Relations Techniques</td>
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<tr>
<td>AMB319  Media Planning</td>
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<tr>
<td>Integrated Marketing Communication List</td>
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<td>*Choose one from the following to complete the Integrate Marketing Communication major:</td>
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<td>AMB230  Digital Promotions</td>
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<tr>
<td>AMB264  Public Relations Techniques</td>
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<tr>
<td>AMB319  Media Planning</td>
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<td>Important Information</td>
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<tr>
<td>Marketing with International Business Second Major</td>
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<tr>
<td>BSB119  Global Business</td>
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<td>BSB123  Data Analysis</td>
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<tr>
<td>AMB303  International Logistics</td>
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<td>AMB336  International Marketing</td>
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<td>AMB340  Services Marketing</td>
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<td>EFB240  Finance for International Business</td>
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<td>AMB359  Strategic Marketing</td>
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<tr>
<td>MGB340  International Business in the Asia-Pacific</td>
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## Year 1, Semester 2

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<td>AMB200</td>
<td>Consumer Behaviour</td>
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<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>BSB111</td>
<td>Business Law and Ethics</td>
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<tr>
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## Year 2, Semester 1

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<tr>
<td>MGB210</td>
<td>Managing Operations</td>
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<tr>
<td>MGB223</td>
<td>Entrepreneurship and Innovation</td>
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## Year 2, Semester 2

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<tbody>
<tr>
<td>AMB335</td>
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<td>MGB225</td>
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## Year 3, Semester 1

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<td>MGB309</td>
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## Year 3, Semester 2

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<td>AMB359</td>
<td>Strategic Marketing</td>
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<tr>
<td>MGB310</td>
<td>Sustainability in A Changing Environment</td>
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## Important Information

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## Marketing with Public Relations Second Major

### Year 1, Semester 1

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<tbody>
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<tr>
<td>BSB123</td>
<td>Data Analysis</td>
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<td>BSB124</td>
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## Year 1, Semester 2

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<tr>
<td>BSB115</td>
<td>Management</td>
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<td>BSB111</td>
<td>Business Law and Ethics</td>
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<td>Consumer Behaviour</td>
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<td>AMB201</td>
<td>Marketing and Audience Research</td>
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## Year 2, Semester 1

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<tr>
<td>AMB202</td>
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<td>AMB240</td>
<td>Marketing Planning and Management</td>
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<td>AMB263</td>
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## Year 2, Semester 2

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## Year 3, Semester 1

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<td>International Marketing</td>
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<td>Services Marketing</td>
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<td>AMB372</td>
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## Year 3, Semester 2

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<td>AMB359</td>
<td>Strategic Marketing</td>
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<tr>
<td>AMB374</td>
<td>Global Public Relations Cases</td>
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<td>AMB375</td>
<td>Public Relations Management</td>
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## Important Information

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selecting Second Area of Study units.

Marketing with Finance Second Major

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<td>AMB201 Marketing and Audience Research</td>
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<tbody>
<tr>
<td>AMB202 Integrated Marketing Communication</td>
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<td>AMB240 Marketing Planning and Management</td>
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<td>EFB210 Finance 1</td>
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<td>EFB222 Quantitative Methods For Economics and Finance</td>
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<tr>
<td>AMB335 E-marketing Strategies</td>
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<td>EFB201 Financial Markets</td>
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Remaining Business School Core OR Option (elective) unit

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<td>AMB336 International Marketing</td>
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Remaining Business School Core OR Option (elective) unit

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Remaining Business School Core OR Option (elective) unit

Remaining Business School Core OR Option (elective) unit

Important Information

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Marketing with Human Resource Management Second Major

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<td>BSB123 Data Analysis</td>
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<tr>
<td>BSB124 Working in Business</td>
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<td>BSB126 Marketing</td>
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<td>BSB115 Management</td>
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<td>BSB111 Business Law and Ethics</td>
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<td>AMB200 Consumer Behaviour</td>
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<td>AMB201 Marketing and Audience Research</td>
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<tbody>
<tr>
<td>AMB202 Integrated Marketing Communication</td>
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Remaining Business School Core OR Option (elective) unit

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<td>AMB335 E-marketing Strategies</td>
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<td>MGB201 Contemporary Employment Relations</td>
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<td>MGB207 Human Resource Issues and Strategy</td>
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Remaining Business School Core OR Option (elective) unit

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<td>AMB340 Services Marketing</td>
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<td>MGB331 Learning and Development in Organisations</td>
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<td>MGB339 Performance and Reward</td>
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<tr>
<td>AMB359 Strategic Marketing</td>
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<td>MGB320 Recruitment and Selection</td>
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Remaining Business School Core OR Option (elective) unit

Remaining Business School Core OR Option (elective) unit
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Marketing and Management Unit List (for Caboolture students)

Business School Core Units

BSB110 Accounting
BSB119 Global Business
BSB123 Data Analysis
BSB124 Working in Business
BSB111 Business Law and Ethics
BSB113 Economics
BSB115 Management
BSB126 Marketing

Management Units

MGB200 Leading Organisations
MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation
MGB225 Intercultural Communication and Negotiation Skills
MGB309 Strategic Management
MGB310 Sustainability in A Changing Environment
MGB324 Managing Business Growth
MGB335 Project Management

Marketing Units

AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research
AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management
AMB335 E-marketing Strategies
AMB336 International Marketing
AMB340 Services Marketing
AMB359 Strategic Marketing

Marketing and Management Course Structure - Sem 1 entry (ODD YEAR) (for Caboolture students only)

Year 1, Semester 1

BSB126 Marketing

Year 1, Semester 2

Business School Core Unit

BSB115 Management

AMB201 Marketing and Audience Research
AMB240 Marketing Planning and Management
AMB200 Consumer Behaviour

Year 2, Semester 1

MGB200 Leading Organisations
AMB202 Integrated Marketing Communication
Option (elective) unit
Option (elective) unit

Year 2, Semester 2

Business School Core Unit

MGB223 Entrepreneurship and Innovation
MGB309 Strategic Management
MGB310 Sustainability in A Changing Environment

Year 3, Semester 1

AMB335 E-marketing Strategies
OR
MGB324 Managing Business Growth
MGB225 Intercultural Communication and Negotiation Skills
AMB340 Services Marketing
MGB210 Managing Operations

Year 3, Semester 2

MGB335 Project Management
OR
PLUS The following 3 units:
AMB359 QUT Business School Core unit
AMB336 QUT Business School Core unit

Marketing and Management Course Structure - Sem 2 entry (ODD YEAR) (for Caboolture students only)

Year 1, Semester 2

BSB115 Management
### Business School Core Unit

- BSB126 Marketing
- Business School Core Unit
- Business School Core Unit

### Year 2, Semester 1

- BSB126 Marketing
- Business School Core Unit
- Business School Core Unit
- MGB200 Leading Organisations

### Year 2, Semester 2

- AMB201 Marketing and Audience Research
- AMB240 Marketing Planning and Management
- MGB309 Strategic Management
- MGB310 Sustainability in A Changing Environment

### Year 3, Semester 1

- MGB225 Intercultural Communication and Negotiation Skills
- AMB340 Services Marketing
- MGB210 Managing Operations
- AMB335 E-marketing Strategies
  - Or
  - Option (elective) unit

### Year 3, Semester 2

- MGB223 Entrepreneurship and Innovation
- MGB335 Project Management
  - OR
- AMB359 Strategic Marketing
- AMB336 International Marketing
- AMB200 Consumer Behaviour

### Year 4, Semester 1

- AMB202 Integrated Marketing Communication
  - Business School Core Unit
  - Option (elective) unit
- MGB324 Managing Business Growth
  - OR
  - Option (elective) unit

### Marketing and Management Course Structure - Sem 1 entry (EVEN YEAR) (for Caboolture students only)

### Year 1, Semester 2

- BSB115 Management
- Business School Core Unit
- Business School Core Unit

- AMB201 Marketing and Audience Research
- AMB240 Marketing Planning and Management

- MGB200 Leading Organisations
- MGB225 Intercultural Communication and Negotiation Skills
- MGB210 Managing Operations
  - Option (elective) unit

### Year 2, Semester 2

- AMB200 Consumer Behaviour
- MGB223 Entrepreneurship and Innovation
- MGB309 Strategic Management
- Business School Core Unit

### Year 3, Semester 1

- AMB202 Integrated Marketing Communication
- AMB335 E-marketing Strategies
  - OR
- MGB324 Managing Business Growth
- AMB340 Services Marketing
  - Option (elective) unit

### Year 3, Semester 2

- MGB336 International Marketing
- MGB310 Sustainability in A Changing Environment
- MGB335 Project Management
  - OR
- AMB359 Strategic Marketing

### Marketing and Management Course Structure - Sem 2 entry (EVEN YEAR) (for Caboolture students only)

### Year 1, Semester 2

- BSB115 Management
UNIT SYNOPSIS

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

Antirequisites: MIB204

Equivalents: AMX200, CTB200

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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

Antirequisites: MIB305, MGB220, COB334

Equivalents: AMX201, CTB201

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point and Caboolture

Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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.

Potential Careers:
Account Executive, Computer Salesperson/Marketer, Creative Writer, Government Officer, Market Research Manager, Marketing Officer/Manager, Organisational Communication Specialist, Publishing Professional, Sales Person.
Prerequisites: BSB126 or CTB126 or BSB116 or BSB117
Antirequisites: COB207, MIB309  Equivalents: AMX202
Credit points: 12  Contact hours: 3 per week
Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

**AMB204 PURCHASING AND PROCUREMENT**
This unit examines the nature and importance of Procurement in the role of business today. Procurement has become increasingly important and valued by organisations that are part of global supply chains. The management and strategic control of procurement functions in modern businesses adds profit through cost control in businesses and that has gained significance in the drive to maintain profit in internationally competitive markets. Modern procurement professionals require the use of many skills to achieve these outcomes and this unit introduces students to the functions of purchasing and procurement in an organisation.

Prerequisites: BSB119 or CTB119  Antirequisites: IBB312  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1

**AMB206 SOCIAL MARKETING**
Social marketing is the application of commercial marketing principles to solve social problems. It is increasingly being adopted by governments around the world as they seek effective solutions relating to public health and climate change, environmental issues. This unit introduces students to the theory and application of social marketing, explaining how techniques such as branding, segmentation and the marketing mix can be used to respond to social and health issues. Students will learn to analyse real world problems and develop innovative and creative solutions using social marketing frameworks. This is an elective unit for business and public health students

Prerequisites: BSB126, CTB126, PUB104, BSB116, or BSB117  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-2

**AMB207 ENTERTAINMENT MARKETING**
The entertainment industry is the second largest in the world, worth nearly US$2 Trillion and offers great opportunities. However the marketing of entertainment provides some unique challenges to the application of marketing tools. Students will complete a marketing case study that will clearly demonstrate to potential employers that students have the necessary skills and abilities to work in an entry-level position/analytical role within a marketing department in the entertainment or arts field.

Prerequisites: BSB126 or CTB126  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-2

**AMB208 EVENTS MARKETING**
Events have become significant strategic marketing tools for positioning products/services, industries, destinations and community interests at the local, national and global levels. The unit initially explores various types, roles and objectives of events and the profile and motives of event markets and stakeholders. Key topics include: processes of attracting or developing the event experience including bidding processes; partnership creation with sponsors, media and community; venue selection and design relative to market/stakeholder needs; ticketing/pricing or access management and imaging the event from an integrated marketing communication perspective. Local and international cases are used.

Prerequisites: BSB126 or CTB126  Antirequisites: MIB319  Equivalents: AMB351  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1

**AMB209 TOURISM MARKETING**
This unit examines the tourism system and the unique characteristics of tourists, segmentation bases for tourist markets, the nature of the tourist destination mix and how marketing is applied within elements of that mix. Services marketing concepts and theories of tourist behaviour are utilised in the analysis of the tourism experience; processes of destination and product development to meet market needs; and, strategy development to accommodate domestic and international tourism marketing environments. Macro-environmental issues impacting on tourism, such as sustainability of the industry and environment, the sociopolitical context in which marketing occurs and global trends in travel are also explored for their marketing implications.

Prerequisites: BSB126 or CTB126  Equivalents: AMB351  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-2

**AMB210 IMPORTING AND EXPORTING**
Trade has become fundamental to the survival and growth of many businesses in Australia as well as other economies. International business students need an understanding of the many challenges entailed in the management of trade. Import and export practice is an applied, technical and evolving area of international business operations that reflects the dynamic nature of trans-national trade in the global economy. This unit examines the importance of importing and exporting for Australia's economic development.

Provides key information related to importing and exporting, uses industry perspectives on issues of current importance in international trade and provides a structured tutorial programme to achieve this.

Prerequisites: BSB119 or CTB119  Equivalents: AMX210, IBB210  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2
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

AMB230 DIGITAL PROMOTIONS
This subject addresses an important area of business activity and explores the way in which the Internet is changing marketing practice. The foundations of promotion are examined and applied online. The nature, history, and social implications of the Internet are explored. The promotional mix is analysed with a strong focus on developing successfully integrated web sites for organisations. Learners will develop skills in strategic planning, creative strategy, design, web development as it relates to advertising and promotion, research, and campaign evaluation. Learners will gain important skills in the planning, developing and marketing of websites.
Prerequisites: BSB126, CTB126, or BSB112
Antirequisites: COB218  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

AMB249 PROFESSIONAL SELLING
Many students land their first job in a graduate sales position. Professional selling equips students with a contemporary understanding and knowledge of customer relationship management, the sales force environment, personal selling techniques and communications skills. Further, students will be exposed to international benchmarks from a selling processes perspective such as identifying prospects, planning sales calls, demonstrations, negotiations, and closing the sale. There are many exciting and challenging roles in sales, some of which are: sales representative, sales team leader, client account manager, and eventually: regional, state, national and international sales management positions.
Prerequisites: BSB126, CTB126, or BSB116
Antirequisites: MIB230  Credit points: 12  Contact hours: 3  Campus: Gardens Point  Teaching period: 2011 SEM-2

AMB251 INNOVATION AND BRAND MANAGEMENT
This unit covers the dynamics of product and service innovation within the marketing function of an organisation. Products are defined in the broadest sense as both tangible and intangible and include the various categories of consumer and industrial products and services. The course covers product market analysis, the product/service development process, design, innovation, research and testing, new product financial analysis, branding and packaging, and new product commercialisation.
Prerequisites: BSB126, BSB116, or CTB126
Antirequisites: MIB227  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

AMB252 BUSINESS DECISION MAKING
The nature of decisions and decision models in specific strategic and tactical areas of marketing management are examined in this unit. Decisions related to sales forecasting, market analysis, product planning, pricing, promotion and distribution are viewed from quantitative and qualitative perspectives. Students are exposed to computer software and analysis skills that aid the marketing decision process and build their analytical skills of direct relevance in marketing practice. The unit also embraces the analysis and application of marketing information systems including database marketing and the Internet as a marketing information resource.
Prerequisites: BSB126 or CTB126  Equivalents: AMB352  Credit points: 12  Campus: Gardens Point

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

**AMB303 INTERNATIONAL LOGISTICS**

This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for ‘smart’ packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control. **Prerequisites:** AMB210, IBB210, AMB240, or CTB240 **Equivalents:** AMX303, IBB303 **Credit points:** 12 **Campus:** Gardens Point **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB310 INTERNSHIP**

Provides the student with experience of professional practice in a suitable company where they actively work on a part-time basis. Students undertake a preferred study program within the Advertising, Marketing or Public Relations framework. Students are required to submit a number of reports reflecting the theoretical concepts acquired during the degree program, and how they might be applied in practice. Students must obtain the approval of the Major Coordinator prior to enrolling in this unit. **Other requisites:** Subject to Unit Coordinator approval: Students are required to have completed a minimum of 192 credit points of approved study in advertising, marketing or public relations and a GPA of 4.0 or higher **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point **Teaching period:** 2011 SEM-2 and 2011 SUM

**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

**AMB331 DIRECT MARKETING**

The discipline of Direct Marketing has grown in importance because of its precise targeting, easy accountability, its foundations role in Integrated Marketing Communication (IMC), and its increasing share of the marketing communication budget. This unit focuses on the principles of direct marketing and the role of the database in locating prospects, tracking customers, and building relationships. It examines the components of direct marketing telemarketing, personal selling, and direct response advertising. As the main communication discipline of direct marketing, the emphasis is on direct response advertising. Students analyse the offer planning, strategy, creative, media, testing, and evaluation of direct marketing campaigns.

**Prerequisites:** AMB202, AMB220, AMB240, CTB240, or AMB249  
**Antirequisites:** COB315  **Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 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  
**Antirequisites:** MIB311  
**Equivalents:** AMX340, CTB340  **Credit points:** 12  
**Contact hours:** 3 per week  
**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:** AMB204 or CTB240, and AMB201 or CTB201  
**Antirequisites:** MIB311  
**Equivalents:** AMX340, CTB340  **Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB350 SALES AND CUSTOMER RELATIONSHIP MANAGEMENT**

Theories related to marketing exchange and the concepts of consumer transactions and relationships and their relative importance in different marketing contexts are examined. The growth of customer relationship management including the transition of consumers along the transaction-relationship continuum and the development of accompanying marketing strategies is highlighted. A discussion of the relative emphasis on transactions and/or relationships in interfacing with the market provides a platform for examining sales management including, personal selling principles and ethics, the setting of sales objectives, selling logistics, account and territory management, sales force planning, recruitment and
motivation and evaluation of sales performance.

**Prerequisites:** AMB240, CTB240, AMB202, COB207, MIB217, or AMB249   **Antirequisites:** MIB230

**Equivalents:** AMX350   **Credit points:** 12   **Contact hours:** 3 per week   **Campus:** Gardens Point   **Teaching period:** 2011 SEM-1

**AMB359 STRATEGIC MARKETING**

Emphasis of the capstone Marketing unit is on the role of marketing manager at the corporate and strategic business unit/division levels. Students are exposed to a variety of strategic marketing techniques and issues, and learn how to apply these in corporate planning and management. Topics include: developing and critiquing strategic marketing planning models; recognising the importance of market focus; determining what marketing strategy can realistically be accomplished for a business; identifying underlying factors that must be considered in developing marketing strategy for a market-oriented organisation; discussing problems in successful implementation of marketing strategy; and organising for successful strategy implementation.

**Prerequisites:** AMB340, and AMB335 or AMB241

**Equivalents:** AMB341, AMX359   **Credit points:** 12   **Campus:** Gardens Point and Caboolture   **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**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

**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
BSB13 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: BSB113, 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

BSB15 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: BSB115, 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

BSB19 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: BSB119, 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

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.

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: BSB126, 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

EFTB201 FINANCIAL MARKETS
This unit introduces students to the institutional structure of global financial markets, and thereby complements the understanding of theoretical finance gained in either BSB122 or EFTB210. Topics covered include the functions of financial markets, the banking and payments system, financial system deregulation, non-bank financial...
institutions, stock exchange operations, debt markets, foreign exchange markets and markets for financial derivatives.

**Prerequisites:** BSB113 or CTB113  
**Equivalents:** EFX201  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**EFB210 FINANCE 1**
This unit covers the following topics: an introduction to the financial institutional framework; an introduction to debt and equity instruments; financial mathematics applied to the pricing of debt and equity securities; a firm's investment decision including Net Present Value (NPV) and Internal Rate of Return (IRR); introduction to risk and uncertainty using the Capital Asset Pricing Model (CAPM) and Weighted Average Cost of Capital (WACC) concept and risk management.

**Prerequisites:** BSB123 or BSB122 or MAB126 or (BSB110 and BSB113)  
**Equivalents:** EFX210  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE**
This unit will provide students with the necessary background for advanced study in economics, econometrics and finance. It should also enable them to use basic mathematical and statistical techniques for economic and financial analysis and enable the confident and independent use of these skills. Students will be helped to understand the use of these techniques with reference to real world applications drawn from the fields of economics and finance.

**Prerequisites:** BSB122 or CTB122, or BSB123 or MAB101 or MAB233  
**Antirequisites:** EFB101  
**Equivalents:** EFX222  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**EFB223 ECONOMICS 2**
Consumer behaviour, the role of the government in market intervention, allocative efficiency and market structure are some of the fundamental issues in microeconomics addressed in this unit. Business cycles and the related issue of macroeconomic stabilisation policy are analysed and explained within the Australian context. The significance of the international economy is described through a discussion of foreign exchange markets, the Australian dollar and the terms of trade.

**Prerequisites:** BSB113 or CTB113 or UDB104  
**Equivalents:** EFB102, EFX223  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**EFB240 FINANCE FOR INTERNATIONAL BUSINESS**
In this unit students analyse the way international operations and performance of business can be put at risk by changing financial and regulatory conditions across borders and determine how best to manage the exposure to this risk. This unit examines the following: the evolution of the international financial system; the foreign exchange market; the types of foreign exchange rate exposures; managing exchange; translation and consolidation risks; assessing foreign direct investment targets; comparing the performance of foreign affiliates; operations exposure to regulatory risk of tax; investment and competition policy changes; country risk assessment and managing country risk exposure.

**Prerequisites:** (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)  
**Antirequisites:** EFB312, MIB202  
**Equivalents:** EFX240, IBB202  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**EFB307 FINANCE 2**
This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision - dividends versus capital gains, franked versus unfranked income; firm valuation; free cash flow model; evaluation of takeovers; Risk and Return - diversification, the CAPM model, its practical application and its relationship to efficient market hypothesis; introduction to forwards, futures, options, warrants, convertibles and risk management using financial derivatives.

**Prerequisites:** EFB210  
**Equivalents:** EFX307  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**EFB312 INTERNATIONAL FINANCE**
This unit examines the theory and practice of international finance, including the mechanics and uses of the spot, forward, swap, futures and options markets in foreign exchange; the relationship between domestic and international capital markets; interest rate and exchange rate determination; risk management of foreign exchange; international trade finance; evaluation of offshore investment.

**Prerequisites:** EFB210  
**Antirequisites:** EFB212, IBB202, EFB240  
**Equivalents:** EFX312  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MGB200 LEADING ORGANISATIONS**
This unit introduces you to a range of perspectives in understanding human behaviour and its context within organisation structures. The unit also enables you to interpret, analyse, evaluate and explain conditions and consequences of work in organisations with a view to understanding and appreciating complex management issues in day to day experiences in business.

**Prerequisites:** BSB115 or CTB115  
**Antirequisites:** MG221, CTB211, MGB222, CTB232  
**Equivalents:** MGX200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MGB201 CONTEMPORARY EMPLOYMENT RELATIONS**
This unit will develop your skills in understanding the effects of both domestic and international legal environments relating to employment relationships. This is important for developing practical, workable business strategies and HRM interventions.

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** MGX201  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MGB207 HUMAN RESOURCE ISSUES AND STRATEGY**
This unit provides a broad overview of the role and functions of human resource management (HRM) and explores the contribution of HRM to business performance and quality of work life. This unit gives you a foundation for professional practice in HRM and a practical introduction to the ways that organisations go about aligning the contributions of their people with business goals.

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB207, MGX207  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MGB210 MANAGING OPERATIONS**
This unit extends general management approaches to the production operations subsystems of service and manufacturing organisations. The unit focuses on the deployment of productive resources in order to maximise the added value of services and products. Issues of quality and efficiency are considered analytically in terms of broader strategies and constraints. It considers the opportunities that new technology brings to operational strategies in both manufacturing and service. Project management principles are considered in relation to resource deployment and continuous improvement.

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB234, MGX210  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MGB223 ENTREPRENEURSHIP AND INNOVATION**
This unit introduces students to the nature and characteristics of entrepreneurship and innovation and explores the inter-relationship between the two within contemporary economies from managerial perspective. Learning will be directed towards developing the theoretical and applied knowledge, skills, and attitudes that will support and enhance innovation and enterprise creation activity, through the development of a business plan. The unit is designed for those individuals interested in creating a new venture or working in industries as employees of venture owners or those that serve this sector. Students will have opportunity to build a comprehensive plan of their business concept.

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB223, MGX223  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS**
The course develops students' abilities to identify and resolve problems in cross-cultural communication or negotiation situations where cultural differences have created misunderstandings or undesirable or unexpected outcomes. It first explores the concept of 'national culture' by considering the work of major theorists of cultural value dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practice managing the process of communication/negotiation to improve their outcomes.

**Prerequisites:** BSB115, CTB115, BSB119 or BSB124  
**Antirequisites:** MGB312  
**Equivalents:** IBB205, MGX225  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MGB309 STRATEGIC MANAGEMENT**
In this unit fundamental elements of strategy, which can be used in the decision making process, are placed in a framework that is developed within the particular context of Australia's economic development position. The emphasis is upon process and content issues that affect the strategic performance and positioning of the organisation. This involves creating an understanding of the universal building blocks of competitive advantage at the business, corporate and international levels. By understanding the nature and determinants of competitive and strategic advantages, students should enhance their professional competences to be able to take a more strategic and critical perspective.

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MIB314  
**Equivalents:** MGX309  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SUM
MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT
This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.
Prerequisites: MGB200, MGB211, CTB211, MGB222, or CTB232  Antirequisites: MGB334, CTB334, MGB212  Equivalents: MGX310  Credit points: 12  Contact hours: 3  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-2

MGB320 RECRUITMENT AND SELECTION
This unit examines the most effective techniques for recruiting and selecting the best people for organisations, in the context of current pressures on attracting and keeping skilled, talented people in the workforce. Commonly used recruitment and selection techniques are covered, emphasising the validity and reliability of each technique, to enable the best strategies to be developed.
Prerequisites: MGB339 or MGB221  Equivalents: MGX320  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

MGB324 MANAGING BUSINESS GROWTH
This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner's (general manager's) point of view. It also provides opportunity to bring students into contact with real world SME owners and their venture management issues.
Prerequisites: MGB223  Equivalents: MGB218, MGX324  Credit points: 12  Contact hours: 3  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1

MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS
This unit is designed to equip you with the skills and knowledge to meet strategic organisational human resource development requirements. The unit explores learning and development concepts and approaches and the role of learning and development as a strategic partner to management. You will learn how to design, implement and evaluate systems for learning in organisations as part of a strategic approach to human resource development.
Prerequisites: MGB211, CTB211, MGB222, CTB232, or MGB200  Equivalents: MGX331  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

MGB335 PROJECT MANAGEMENT
This unit develops knowledge in the areas relating to effective management of projects (as distinct processes). This knowledge is gained by focusing on the central issues of project selection, modelling, planning, control and evaluation. Case study projects are used throughout the unit and are mainly from the services industry sector. The unit seeks to develop the technical skills (tools and techniques) as well as the people (behavioural) skills needed for effective management of projects.
Prerequisites: (MGB210 and MGB309) or (MGB210 and AMB303)  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB339 PERFORMANCE AND REWARD
This unit will provide you with the basic competencies expected of HR practitioners in managing performance and reward/compensation systems, which are among the most important strategies used by organisations to support competitive advantage. Performance and Reward Management is a key functional area of HRM and it is imperative that you understand the strategic framework within which these decisions are made.
Prerequisites: MGB201, MGB207, or CTB207  Equivalents: MGB221, MGX339  Credit points: 12  Contact hours: 3  Campus: Gardens Point  Teaching period: 2011 SEM-1

MGB340 INTERNATIONAL BUSINESS IN THE ASIA-PACIFIC
Australia is situated in the fastest growing region in the world - the Pan-Pacific rim. The aim of this unit is to meet the needs of future business professionals working internationally and particularly within the Pan-Pacific region, to understand the nature of this region's business environment.
Prerequisites: MGB225, IBB205, IBB217, or IBB208  Antirequisites: IBB317  Equivalents: MGX340  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-2