Bachelor of Business (Marketing) (BS05)

Year offered: 2013
Admissions: Yes
CRICOS code: 003491G
Course duration (full-time): 3 years
Course duration (part-time): 6 years
Domestic Fees (indicative): 2013: CSP $4,900 (indicative) per 48 credit points

Student Services and Amenities Fee
You'll need to pay the Student Services and Amenities Fee (SSAF) as part of your course costs. More information on the SSAF - http://www.student.qut.edu.au/fees-and-finances/fee-schedule/table-1-student-services-and-amenities-fee

Start month: February, July
QTAC code: 413021: Gardens Point; 463021 Caboolture
Past rank cut-off: Gardens Point: 82, : 68
Past OP cut-off: Gardens Point: 9, : 15
OP Guarantee: Yes
Deferment allowed: Yes
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
Attendance: Part-time, Full-time

Assumed knowledge: English
Assumed knowledge notes: We assume that you have knowledge equivalent to four semesters at high school level (Years 11 and 12) with sound achievement (4, SA). The Marketing major assumes 4 SA in Maths A, B or C. For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge

Course highlights
- Learn from industry professionals in market research and consumer behaviour, pricing and placement strategies, and the world of e-marketing and integrated communications.
- Opportunities for work placements in consultancies, government, corporate settings and community groups.
- Graduate eligible for membership of the Australian Marketing Institute, the Market Research Society of Australia, and the American Marketing Association.
- Prepares you for a career as an account executive, creative writer, market research manager, organisational communication specialist, publishing professional or events coordinator.

Details:
Marketing has a pivotal role in business strategy. Successful brands such as Google, QANTAS and Microsoft rely heavily on marketing programs to ensure they stay in front of competitors and in the minds of customers.
Marketing is a broad discipline that encompasses creating new products, their packaging and contents, deciding where and how to sell them, and communicating with potential customers about their benefits.
You'll gain a thorough understanding of the “4 Ps” of marketing—product, price, placement and promotion. You will delve into the revolutionary world of e-marketing and integrated marketing communications. Based on industry case studies, you'll learn how to use market research and consumer behaviour to guide campaigns.
You will apply your knowledge of marketing principles to industry-focused, real-world scenarios, allowing you to learn strategic marketing concepts such as brand portfolio, segmentation and positioning strategies, as well as operational marketing.
You will have the opportunity to test your skills and knowledge in a simulated environment and take a marketing plan from concept to implementation. With a team, you will create a real product, devise a detailed marketing plan and sell your product to other students at market days.
Work placement opportunities in consultancies, corporate settings, government and community groups are available. You'll also have access to events run by professional bodies such as the Australian Marketing Institute, and opportunities to create your own career networks.

Career outcomes
QUT has been a leader in marketing education for more than 20 years, and our graduates are marketing professionals in a range of industries both locally and internationally, including:
- business development manager
- marketing communications officer
- market research
- product manager.

Professional recognition
You may meet the requirements for membership of the Australian Marketing Institute, the Market Research Society of Australia, the Australian Institute of Management, the American Marketing Association and the Australian Institute of Export.
This program is accredited by the Chartered Institute of Marketing.
Structures and Units

Marketing major units
- Consumer Behaviour
- Marketing and Audience Research
- Integrated Marketing Communication
- Marketing Planning and Management
- eMarketing Strategies
- Services Marketing
- International Marketing
- Strategic Marketing

Recommended complementary study areas

Extension option
- Marketing

Second major and minor options
- Advertising
- Public Relations
- Integrated Marketing Communication
- International Business
- International Logistics
- Management
- Economics
- Language

Additional minor options
- Sales
- Tourism and Entertainment 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
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
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
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
Remaining Business School Core OR Second Area of Study OR Option (elective) unit
Remaining Business School Core OR Second Area of Study OR Option (elective) unit

Important Information
Please note: List of Second Areas 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.
### 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
- 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
- Remaining Business School Core OR Second Area of Study OR Option (elective) unit
- 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
- 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
- Remaining Business School Core OR Second Area of Study OR Option (elective) unit
- 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 (Part-time Semester 1 Entry)

### Year 1, Semester 1
- BSB123 Data Analysis
- BSB126 Marketing

### Year 1, Semester 2
- BSB119 Global Business

### Year 2, Semester 1
- BSB113 Economics
- BSB115 Management

### Year 2, Semester 2
- BSB110 Accounting
- AMB201 Marketing and Audience Research

### Year 3, Semester 1
- AMB200 Consumer Behaviour
- Second Area of Study OR Option (elective) unit

### Year 3, Semester 2
- AMB240 Marketing Planning and Management
- Second Area of Study OR Option (elective) unit

### Year 4, Semester 2
- AMB335 E-marketing Strategies
- Remaining Business School Core OR Second Area of Study OR Option (elective) unit

### Year 5, Semester 1
- AMB336 International Marketing
- Second Area of Study OR Option (elective) unit

### Year 5, Semester 2
- AMB359 Strategic Marketing
- Second Area of Study OR Option (elective) unit

### Year 6, Semester 1
- AMB359 Strategic Marketing
- Second Area of Study OR Option (elective) unit

### Year 6, Semester 2
- BSB111 Business Law and Ethics
- 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. Check unit availability when selecting Second Area of Study units.

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Published on: 28 June 2013

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Marketing (Part-time Semester 2 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
- AMB336 International Marketing
- AMB340 Services Marketing

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 a 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/

Marketing Major with Management Second Major (Caboolture) - Semester 1 entry

Year 1, Semester 1
BSB126 Marketing
BSB110 Accounting
BSB123 Data Analysis
BSB124 Working in Business

Year 1, Semester 2
BSB115 Management
BSB111 Business Law and Ethics
AMB201 Marketing and Audience Research
AMB240 Marketing Planning and Management

Year 2, Semester 1
MGB200 Leading Organisations
MGB225 Intercultural Communication and Negotiation Skills
AMB200 Consumer Behaviour
AMB202 Integrated Marketing Communication

Year 2, Semester 2
BSB119 Global Business
MGB223 Entrepreneurship and Innovation
MGB309 Strategic Management
One Option (elective) unit
Choose from the Caboolture elective option list
AND/OR
Choose from the following Business options:
AYB200 Financial Accounting
AYB221 Computerised Accounting Systems
AYB225 Management Accounting
AYB219 Taxation Law

Year 3, Semester 1
AMB335 E-marketing Strategies
AMB340 Services Marketing
MGB210 Managing Operations
One Option (elective) unit
Choose from the Caboolture elective option list
AND/OR
Choose a unit for which you meet the prerequisites from the Accounting unit list

Year 3, Semester 2

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<th>Code</th>
<th>Title</th>
<th>Contact hours</th>
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<th>Teaching period</th>
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<td>International Marketing</td>
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<td>MGB310</td>
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<td>AMB359</td>
<td>Strategic Marketing</td>
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Potential Careers:
Account Executive, Computer Salesperson/Marketer, Creative Writer, Government Officer, Market Research Manager, Marketing Officer/Manager, Organisational Communication Specialist, Publishing Professional, Sales Person.

UNIT SYNOPSIS

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

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point and Caboolture
Teaching period: 2013 SEM-1 and 2013 SEM-2

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: 2013 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: 2013 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: AMB354
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 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: 2013 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: 2013 SEM-1 and 2013 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: MIB227
Credit points: 12
Contact hours: 3
Campus: Gardens Point
Teaching period: 2013 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, brand ing 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: 2013 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

AMB264 PUBLIC RELATIONS TECHNIQUES
This unit focuses on writing for audiences - including the media - on behalf of organisations. It introduces foundational public relations skills such as research, developing key messages, writing and editing. This unit may be taken with AMB263 Introduction to Public Relations, especially by students undertaking the Public Relations major. AMB264 may also be taken by students doing a Public Relations minor, or as a stand alone unit by students.
in other disciplines. 
Prerequisites: BSB126, CTB126, BSB116, or BSB117 Antirequisites: AMB261, AMB262 Equivalents: AMX264 Credit points: 12 Campus: Gardens Point Teaching period: 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 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: Completed 192 credit points or more; major in advertising, international business or logistics, marketing or public relations; and GPA of 4.0 or higher. Placements must be approved by Unit Coordinator. Placements are minimum of 120 hours Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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 Equivalents: AMX331 Credit points: 12
Campus: Gardens Point Teaching period: 2013 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: 2013 SEM-1 and 2013 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: 2013 SEM-1, 2013 SEM-2 and 2013 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  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2013 SEM-1 and 2013 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: 2013 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: 2013 SEM-1 and 2013 SEM-2

AYB200 FINANCIAL ACCOUNTING
Financial Accounting examines the accounting concepts and procedures for the preparation of external financial reports relevant to both partnership and corporate structures within the context of the Australian accounting profession's conceptual framework, the relevant accounting standards, and Corporations Law requirements. Topics include: the formation, operation, and financial reporting requirements for both partnerships and companies; accounting for leases; and the professional role of accountants.

Prerequisites: BSB110 or CTB110  
Antirequisites: LWB364  
Equivalents: AYB325, AYX219  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2013 SEM-1 and 2013 SEM-2

AYB219 TAXATION LAW
This unit introduces students to the statutory framework of the Australian taxation system. Elements in the determination of taxable income and the levy of income tax are examined including general and specific categories of assessable income and allowable deductions, capital gains tax and administration aspects of the tax system. The taxation of fringe benefits is also examined. The unit also provides a brief overview of the taxation of partnerships, trusts and companies and an overview of the goods and services tax. Emphasis is placed on developing students' skills in problem solving through research and analysis of taxation issues.

Prerequisites: BSB111 or CTB111  
Antirequisites: LWB364  
Equivalents: AYB325, AYX219  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2013 SEM-1 and 2013 SEM-2

AYB221 COMPUTERISED ACCOUNTING SYSTEMS
This unit provides an examination of the concepts, processes and issues relevant to computerised accounting systems including: accounting information systems; internal controls; design and development of computerised accounting systems including general ledger and reporting cycle, revenue cycle, expenditure cycle and payroll cycle; computer fraud, security and crime; accessing accounting information; and accounting in an electronic environment. Practical application of these concepts is enhanced by the use of accounting software such as MYOB, spreadsheet software such as Excel, database software such as Access, and interactive resources such as CasWorkX on Accounting Information Systems Cycles.

Prerequisites: BSB110 or CTB110  
Antirequisites: AYN443  
Equivalents: AYX221  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2013 SEM-1 and 2013 SEM-2

AYB225 MANAGEMENT ACCOUNTING
This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (ie shareholders, creditors, banks, etc). Emphasis is placed on developing a range of accounting
systems (in particular product costing) which may be used in manufacturing firms, although the principles and concepts used to develop such systems can be adapted to service organisations.

**Prerequisites:** BSB110 or CTB110  
**Equivalents:** AYX225  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 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:** 2013 SEM-1, 2013 SEM-2 and 2013 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:** 2013 SEM-1, 2013 SEM-2 and 2013 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:** BSB113  
**Equivalents:** BSX113, CTB113, UDB104  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 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:** 2013 SEM-1, 2013 SEM-2 and 2013 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, e.g. 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:** 2013 SEM-1, 2013 SEM-2 and 2013 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:** 2013 SEM-1, 2013 SEM-2 and 2013 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.

**Prerequisites:** BSB114, CTB114, HHB113, BSD124

**Equivalents:** BSX126

**Credit points:** 12

**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SUM-2, 2013 SEM-1 and 2013 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 customer 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.

**Prerequisites:** BSB116, BSD126  
**Equivalents:** BSX126, CTB126  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

### 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:** MGB211, CTB211, MGB222, CTB232  
**Equivalents:** MGX200  
**Contact hours:** 12  
**Teaching period:** 2013 SUM-2, 2013 SEM-1 and 2013 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  
**Teaching period:** 2013 SUM-2, 2013 SEM-1 and 2013 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  
**Teaching period:** 2013 SEM-1 and 2013 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 practise 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  
**Teaching period:** 2013 SUM-2, 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 SEM-2

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**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:** 2013 SEM-1 and 2013 SEM-2