Bachelor of Business (Public Relations) (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/study-costs/fee-schedule/table-i-student-services-and-amenities-fee

Start month: February, July
QTAC code: 413021
Past rank cut-off: 82
Past OP cut-off: 9
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: Dr Kim Johnston
Campus: Gardens Point
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). For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge

Course highlights
- Experience corporate communications in developing media campaigns, resolving issues, and dealing with the media.
- Complete a portfolio of work to demonstrate your skills.
- Opportunities for work placement in consultancies, government, corporate settings and community groups.
- Graduate accredited by the Public Relations Institute of Australia.
- Prepares you for a career as a public relations officer/consultant, communications professional, corporate relations professional, publishing professional, media adviser or journalist.

Details:
No two days are the same in the exciting and challenging world of public relations. A public relations career can take you from publicising a new movie, to launching a social media campaign, to improving relationships with customers, to developing a government safety campaign. Public relations is critical to success in business as it helps organisations build and protect their reputation and relationships with the community, employees, and other stakeholders.

Your public relations course brings the real world into the classroom. You’ll learn how to build organisational relationships, write for and liaise with the media, and make public relations decisions across the corporate, government, agency and not-for-profit sectors.

What’s distinctive about public relations at QUT is that the course builds two career paths, allowing you to experience the roles of an in-house practitioner and public relations consultant. In the role of an in-house practitioner, your final year at QUT gives you the chance to act as a public relations manager and plan an annual communication program to maintain relationships for real-world organisations. As a consultant, your final year at QUT involves a real-world project where you pitch an idea to a real-world client and prepare a campaign to address their needs.

You'll graduate with a portfolio of work to demonstrate your skills and potential to employers. Work placement opportunities in consultancies, government, corporate settings and community groups are available. You’ll also have access to events run by professional bodies such as the Public Relations Institute of Australia, and opportunities to create your own career networks. A public relations degree at QUT takes you all over the world. Our graduates hold positions in Brisbane, Sydney, New York, London and Norway, among other local and international destinations.

Career outcomes
QUT’s public relations course is well recognised in educating industry professionals. This means you will enter an industry which has an established network of QUT graduates currently working in positions around the world, including:
- public relations consultant
- communications adviser
- corporate relations executive
- media adviser or press secretary
- media and communications officer or manager
- stakeholder relations adviser or manager
- publicist
- community relations officer
- corporate affairs manager.

**Professional recognition**

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

**Your degree at a glance**

**Year 1**

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

**Year 2**

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

**Year 3**

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

**Structures and Units**

**Public Relations major units**
- Introduction to Public Relations
- Public Relations Techniques
- Public Relations Planning

- Marketing and Audience Research
- Corporate Communication
- Global Public Relations Cases
- Public Relations Management
- Public Relations Campaigns

**Recommended complementary study areas**

**Second major and minor options**
- Advertising
- Marketing
- Integrated Marketing Communication
- Management
- Human Resource Management
- Language

**Additional minor option**
- Tourism and Entertainment Marketing

**Public Relations (Full-time Semester 1 Entry)**

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### Public Relations (Full-time Semester 2 Entry)

#### Year 3, Semester 2
- **AMB374** Global Public Relations Cases
- **AMB375** Public Relations Management
- **AMB379** Public Relations Campaigns

**Important Information**
Please note: List of Second Area of Study can be viewed under BS05 (Public Relations) Unit Sets. BSB111 is the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

### Public Relations (Part-time Semester 1 Entry)

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

#### Year 2, Semester 1
- **BSB110** Accounting
- **BSB113** Economics
- **BSB115** Management
- **AMB263** Introduction To Public Relations

#### Year 2, Semester 2
- **AMB264** Public Relations Techniques
- **AMB201** Marketing and Audience Research

**Important Information**
Please note: List of Second Area of Study can be viewed under BS05 (Public Relations) Unit Sets. BSB111 is the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

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### Public Relations (Part-time Semester 2 Entry)

#### Year 3, Semester 2
- **AMB374** Global Public Relations Cases
- **AMB375** Public Relations Management
- **AMB379** Public Relations Campaigns

**Important Information**
Please note: List of Second Area of Study can be viewed under BS05 (Public Relations) Unit Sets. BSB111 is the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

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### Public Relations (Part-time Semester 1 Entry)

#### Year 1, Semester 2
- **BSB126** Marketing

#### Year 1, Semester 2
- **BSB110** Accounting
- **BSB113** Economics
- **BSB115** Management
- **AMB263** Introduction To Public Relations

**Important Information**
Please note: List of Second Area of Study can be viewed under BS05 (Public Relations) Unit Sets. BSB111 is the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

#### Year 2, Semester 1
- **AMB201** Marketing and Audience Research

**Important Information**
Please note: List of Second Area of Study can be viewed under BS05 (Public Relations) Unit Sets. BSB111 is the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

#### Year 2, Semester 2
- **AMB201** Marketing and Audience Research
- **AMB372** Public Relations Planning
- **AMB373** Corporate Communication
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**Important Information**

Please note: List of Second Area of Study can be viewed under BS05 (Public Relations) Unit Sets. BSB110, BSB111, BSB113 and BSB115 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.
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Year 7, Semester 1
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Important Information:
Please note: List of Second Area of Study can be viewed under BS05 (Public Relations) Unit Sets. BSB110, BSB111, BSB113 and BSB115 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Public Relations Unit Sets

Primary Major

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

Second Area of Study

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

Public Relations Minor (for non Public Relations students)
Select four (4) from the following:
AMB201 Marketing and Audience Research
AMB263 Introduction To Public Relations

Languages Unit Sets

Important Information:
Languages are delivered through an Australian-first alliance between QUT, the University of Queensland (UQ) and Griffith University (GU).
In addition to wide range of option (elective) choices, 6 unit second majors and 4 unit minors are available in the following Languages:
- French (UQ)
- German (UQ)
- Indonesian (UQ)
- Italian (GU)
- Japanese (UQ and GU)
- Korean (UQ)
- Mandarin (QUT)
- Russian (UQ)
- Spanish (UQ and GU)

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

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

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

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

Public Relations with Advertising Second Major

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

Year 1, Semester 2
### Important Information

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

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### Public Relations with Marketing Second Major

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

#### Year 1, Semester 2
- BSB110 Accounting
- BSB113 Economics

#### Year 2, Semester 1
- BSB115 Management
- AMB263 Introduction To Public Relations

#### Year 2, Semester 2
- AMB201 Marketing and Audience Research
- AMB264 Public Relations Techniques
- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice

#### Year 3, Semester 1
- AMB372 Public Relations Planning
- AMB373 Corporate Communication
- AMB318 Advertising Copywriting
- AMB319 Media Planning

#### Year 3, Semester 2
- AMB379 Public Relations Campaigns
- BSB111 Business Law and Ethics
  - Option (elective) unit
  - Option (elective) unit

### Important Information

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

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### Potential Careers:

Corporate Relations Manager, Media Industry Specialist, Media or Communications Adviser, Policy Officer, Public Affairs Manager, Public relations manager, Public Relations Officer/Consultant, Publicist, Stakeholder Relations Specialist.

### UNIT SYNOPSES
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:** 2013 SEM-1, 2013 SEM-2 and 2013 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:** MIB204

**Equivalents:** AMX201, CTB201

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point and Caboolture

**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 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.

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

**Antirequisites:** AMX240, CTB240

**Equivalents:** AMX220

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

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

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

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117

**Equivalents:** AMB260, AMX263

**Credit points:** 12

**Campus:** Gardens Point

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

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

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

### AMB320 ADVERTISING MANAGEMENT

Advertising Management is designed to shift student thinking from a tactical to a strategic level. Instead of taking the approach of, "This is what happens in advertising", it challenges students by raising important contemporary issues in advertising management practice and asking, "What should be done?". Advertising Management is an issues-based unit, which uses case analysis to foster critical thinking and problem solving. It encourages students to understand and take ownership of the advertising management process and, in doing so, build a better advertising industry.

**Prerequisites:** (AMB318 or AMB221) and (AMB319 or AMB222)  
**Equivalents:** AMX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### AMB330 ADVERTISING PLANNING PORTFOLIO

This advanced unit leverages and extends the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores the digital environment, interrogates digital platforms and integrates critical research, planning and an understanding of analytics into digital campaign development. This digital understanding is then applied in two ways. Firstly, students draw from critical thinking and problem solving skills to critique digital campaigns and agency best practice in a weekly blog. Secondly students apply their understanding to develop a digital portfolio in their chosen vocational area.

**Prerequisites:** AMB318 or AMB221, and AMB319 or AMB222  
**Equivalents:** AMX330  
**Credit points:** 12  
**Contact hours:** 3 per week  
**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

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

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

**AMB379 PUBLIC RELATIONS CAMPAIGNS**
As the capstone unit, Public Relations Campaigns sees the student bring together the design, strategic planning and tactical preparation that underpins an effective public relations campaign. Students research, develop and present their plans for a real world client, enhancing their portfolio prior to graduation.
**Prerequisites:** AMB374 or AMB370, and AMB201 or CTB201  **Equivalents:** AMB361, AMX379  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 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
BSB113 ECONOMICS
This unit introduces students to the key economic concepts and their practical applications. It comprises twelve topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production and cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.

Antirequisites: BSD113    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

BSB119 GLOBAL BUSINESS
This unit examines the drivers of globalisation and the diversity of country markets at an introductory level. It develops the skills and understanding to identify and respond to the opportunities, challenges and risks of conducting business across politically, economically and culturally diverse environments. An authentic country feasibility study is undertaken to help identify where a firm can find opportunities both in terms of actual and potential markets and the location for value-adding activities. The unit aims for students to have developed a comprehension of the nature and role of globalisation and the drivers of international business, a. knowledge of the competitive forces and challenges confronting all business as a consequence of globalisation processes and an awareness of the additional knowledge and skills required of management to operate business internationally across a diversity of environments.

Antirequisites: BSB116, BSB112, BSD119    Equivalents: BSX119, CTB119    Credit points: 12    Contact hours: 3 per week
Campus: Gardens Point and Caboolture    Teaching period: 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.


BSB126 MARKETING
This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.

Antirequisites: BSB116, BSD126    Equivalents: BSX126, CTB126    Credit points: 12    Contact hours: 3 per week
Campus: Gardens Point and Caboolture    Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM