Bachelor of Business (Advertising) (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: ASPRO Gayle Kerr
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
- Develop skills in advertising, copywriting, media planning, advertising management, portfolio planning, and campaigns.
- Graduate eligible for membership of the Account Planning Group Australia, the Australasian Writers and Art Directors Association and the Australian Direct Marketing Association.
- Prepares you for a career as an account executive, creative writer, media industry specialist, publishing professional, advertising strategist or research assistant.

Details:

QUT offered the first comprehensive advertising degree in Australia and it is still a leader in its approach to innovative advertising education. This real-world program covers all areas of advertising operation, including account management, planning, media, creative and digital. It connects strongly with the advertising industry on a local level and with the advertising discipline internationally.

In this course, you will learn about the theory and practice of advertising, develop the technical understanding to undertake market and audience research, and delve into the psychological habits of the consumer.

You will also develop tactical skills in the key professional areas of advertising copywriting and media planning. On a more strategic level, you will learn about creating advertising campaigns and managing client–agency relationships.

In the capstone unit, Advertising Campaigns, you will work as part of a team to create a real-world advertising campaign. You will research a client’s advertising problem, identify strategies to solve it and deliver the creative solutions.

Studying advertising at QUT will equip you to begin a successful career in the creative and demanding world of advertising.

Career outcomes
QUT has a long-standing reputation for producing highly employable graduates. Our alumni work around the world in a range of rewarding careers in advertising, including:
- advertising account executive
- copywriter
- media buyer
- advertising strategist.

Professional recognition
You will meet the requirements for membership of the Account Planning Group Australia, the Australasian Writers and Art Directors Association and the Australian Direct Marketing Association.

Structures and Units

Industry links
The advertising industry is a network, and one which QUT is strongly connected to. Our School of Advertising, Marketing and Public Relations interacts with the industry, sponsoring events and drawing from the industry a talented pool of guest lecturers.

Our lecturers have worked in the industry, and bring real-world experience and in-depth theoretical underpinnings to the classroom.
AMPed, the student association for QUT advertising, marketing and public relations students, is another link to the real world. Through AMPed you can access industry professionals, and find out about events run by professional bodies. It’s also a great way to meet your peers, and create your own career networks.

Advertising major units
- Consumer Behaviour
- Marketing and Audience Research
- Advertising Theory and Practice
- Advertising Copywriting
- Media Planning
- Advertising Management
- Advertising Planning Portfolio
- Advertising Campaigns

Recommended complementary study areas

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

Additional minor options
- Sales
- Tourism and Entertainment Marketing

Advertising (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
AMB220 Advertising Theory and Practice
AMB200 Consumer Behaviour
BSB110 Accounting
BSB115 Management

Year 2, Semester 1
AMB201 Marketing and Audience Research
AMB319 Media Planning
Remaining Business School Core OR Second Area of Study OR Option (elective) unit

Year 2, Semester 2
AMB318 Advertising Copywriting
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 1
AMB320 Advertising Management
AMB330 Advertising Planning Portfolio
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
AMB339 Advertising Campaigns
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 (Advertising) Unit Sets. BSB111 and BSB113 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Advertising (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
BSB110 Accounting
BSB115 Management
AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice
### Year 2, Semester 2

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### Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Advertising) Unit Sets. BSB111 and BSB113 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

### Advertising (Part-time Semester 1 Entry)

#### Year 1, Semester 1

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#### Year 1, Semester 2

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<td>BSB119</td>
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**bsb124** Working in Business

**AMB200** Consumer Behaviour

**AMB201** Marketing and Audience Research

**AMB220** Advertising Theory and Practice

**AMB318** Advertising Copywriting

**AMB319** Media Planning

**AMB200** Consumer Behaviour

**AMB220** Advertising Theory and Practice

**AMB318** Advertising Copywriting

**AMB319** Media Planning

**AMB320** Advertising Management

**AMB330** Advertising Planning Portfolio

**AMB339** Advertising Campaigns

**AMB330** Advertising Planning Portfolio

**AMB320** Advertising Management

**AMB339** Advertising Campaigns

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### Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Advertising) 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.

### Advertising Unit Sets

#### Primary Major

- Advertising - 8 Unit Major
  - AMB200 Consumer Behaviour
  - AMB201 Marketing and Audience Research
  - AMB220 Advertising Theory and Practice
  - AMB318 Advertising Copywriting
  - AMB319 Media Planning
  - AMB320 Advertising Management
  - AMB330 Advertising Planning Portfolio
  - AMB339 Advertising Campaigns

- Advertising - 6 Unit Major
  - AMB200 Consumer Behaviour

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### Advertising (Part-time Semester 2 Entry)

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AMB220 Advertising Theory and Practice
AMB318 Advertising Copywriting
AMB319 Media Planning
AMB320 Advertising Management
AMB330 Advertising Planning Portfolio

Integrated Marketing Communication - 6 Unit Major
AMB202 Integrated Marketing Communication
AMB208 Events Marketing
AMB220 Advertising Theory and Practice
AMB263 Introduction To Public Relations
AMB331 Direct Marketing
AMB350 Sales and Customer Relationship Management

Advertising Minor (for non-Advertising students)
AMB220 Advertising Theory and Practice
AMB318 Advertising Copywriting
AMB319 Media Planning
AMB320 Advertising Management

Integrated Marketing Communication - Minor
AMB202 Integrated Marketing Communication
AMB331 Direct Marketing
AMB350 Sales and Customer Relationship Management

Choose one from the following:
AMB263 Introduction To Public Relations
AMB220 Advertising Theory and Practice

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/

Advertising with Marketing Second Major

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

Year 1, Semester 2
AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice
BSB110 Accounting
BSB115 Management

Year 2, Semester 1
AMB201 Marketing and Audience Research
AMB240 Marketing Planning and Management

Remaining Business School Core OR Option (elective) unit

Year 2, Semester 2
AMB202 Integrated Marketing Communication
AMB318 Advertising Copywriting
AMB319 Media Planning
AMB335 E-marketing Strategies

Year 3, Semester 1
AMB320 Advertising Management
AMB330 Advertising Planning Portfolio
Remainin Business School Core OR Option (elective) unit

AMB340 Services Marketing

Year 3, Semester 2

AMB336 International Marketing
AMB339 Advertising Campaigns
AMB359 Strategic Marketing

Remaining Business School Core OR Option (elective) unit

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Advertising) Unit Sets. BSB111 and BSB113 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Advertising with Public Relations Second Major

Year 1, Semester 1

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

Year 1, Semester 2

AMB220 Advertising Theory and Practice
AMB200 Consumer Behaviour
BSB110 Accounting
BSB115 Management

Year 2, Semester 1

AMB201 Marketing and Audience Research
AMB263 Introduction To Public Relations

Remaining Business School Core OR Option (elective) unit

Remaining Business School Core OR Option (elective) unit

Year 2, Semester 2

AMB318 Advertising Copywriting
AMB319 Media Planning

Remaining Business School Core OR Option (elective) unit

AMB264 Public Relations Techniques

Year 3, Semester 1

AMB320 Advertising Management
AMB330 Advertising Planning Portfolio
AMB372 Public Relations Planning
AMB373 Corporate Communication

Year 3, Semester 2

AMB339 Advertising Campaigns
AMB374 Global Public Relations Cases
AMB375 Public Relations Management

Remaining Business School Core OR Option (elective) unit

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Advertising) Unit Sets. BSB111 and BSB113 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Potential Careers:

Account Executive, Advertising Professional, Computer Salesperson/Marketer, Creative Writer, Media Industry Specialist, Publishing Professional, Research Assistant.

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.
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:** 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

**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

**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 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point and Caboolture **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: thinking and 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

**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  
**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

AMB339 ADVERTISING CAMPAIGNS
This capstone advertising unit draws from all the theoretical, analytical, and applied material developed throughout the advertising major, and applies it to a client brief. Learners develop advertising solutions that incorporate all aspects of an advertising campaign, including objectives, budgeting, message development, message delivery, and measurement. The key emphasis is on the use of research to develop sound advertising strategy, which is then executed as creative and media ideas and evaluated through ongoing benchmarks.

Prerequisites: AMB320 and AMB330
Equivalents: AMB321, AMX339
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-1 and 2013 SEM-2

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

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
will be on knowledge, the ability to learn, to change and to
develop as both a student and professional in the business
environment. You will also gain insights into yourself and how you can
increase your understanding of the business environment where the emphasis
of business has come from and where it is headed. The unit acknowledges that organisations exist in an
environment of management and in all areas of organisational life. The
unit provides an introduction to the theories and

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

BSB132 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.

BSX119 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, BSB119
Equivalents: BSBX119, CTEB119
Credit points: 12
Campus: Gardens Point
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: BSBX115, CTEB115
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

AMC374 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, AMB361, or AMB362
Equivalents: AMB370, AMX374
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-1 and 2013 SEM-2

AMC375 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

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: BSB110, CB293, UDB342
Equivalents: BSBX110, CTEB110
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

Prerequisites: AMB263 or AMB260 and AMB264) or
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-1 and 2013 SEM-2

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, BSB119
Equivalents: BSBX119, CTEB119
Credit points: 12
Campus: Gardens Point and Caboolture
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

BSB132 DATA ANALYSIS
The ability to collect, analyse, manipulate, understand and
report data is an important skill in any work environment.
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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, CTEB122, EFB101,
MAB101, MAB141, MAB233
Equivalents: BSBX123
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.

**Antirequisites:** BSB114, CTB114, HHB113, BSD124

**Equivalents:** BSX124  

**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 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