Bachelor of Business (Advertising) (BS05)

Year offered: 2010
Admissions: Yes
CRICOS code: 003491G
Course duration (full-time): 3 years (6 semesters)
Course duration (part-time): 6 years (12 semesters)
Domestic fees (indicative): 2010: CSP $4430 per semester
International Fees (indicative): 2010: $10,250 (indicative) per semester (subject to annual review)
Domestic Entry: February and July
International Entry: February, July and November* (* conditions apply) (international students can only study at Gardens Point campus)
QTAC code: 413021
Past rank cut-off: 79
Past OP cut-off: 11
OP Guarantee: Yes
Assumed knowledge: English (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 288
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr Erica French
Discipline coordinator: Dr Gayle Kerr
Campus: Gardens Point

Why choose this course?

Advertising is a fast-paced and rewarding career – a business process that begins with research and strategy and extends into extraordinary concepts that reach through the clutter and lure your target audience.

Overview

If you have a flair for the creative, readily think outside the square and enjoy the challenge of an ever-changing environment, advertising is the career for you.

Our lecturers have extensive real-world industry experience and you 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 also develop tactical skills in the key professional areas of advertising copywriting and media planning and on a more strategic level learn about developing portfolios, managing a practice and creating plans.

Throughout this course you gain hands-on experience and develop globally transferable creative skills.

Graduates find work in advertising and integrated communication agencies, and as in-house specialists in larger organisations. Foundation units in the major introduce the theory and practice of advertising, and develop skills and knowledge in marketing and audience research and consumer behaviour.

Two units then focus on tactical skills in the key professional areas of advertising copywriting and media planning. The major is completed by units that focus on understanding advertising at a more strategic level, including the application of strategic planning and management to advertising practice.

The capstone Advertising Campaigns unit offers students the opportunity to create a complete advertising campaign for a real-world client.

Course combinations and career outcomes

As a QUT advertising graduate, you may end up working in advertising agencies, media or research organisations or even for a large client company. You could work as an advertising manager, planning and controlling the advertising for your employer and liaising with advertising agencies. Alternatively, you may work as an advertising planner or researcher, or within the print or electronic media as a sales representative or media strategist. Most often, our graduates find rewarding jobs in advertising agencies as account executives, media planners or copywriters.

Your choice of second study area can also impact on your future career. Extending your knowledge into advertising beyond your major allows you to add to your professional toolkit with skills in areas such as direct marketing and internet promotion, as well as more technical knowledge in the areas of regulations, ethics, strategy and planning. These skills are highly sought after in advertising agencies, the heartland of advertising activity, where you can work in account service, creative, media buying or production.

The areas of marketing, public relations and integrated marketing communication offer ideal complementary second study areas. Adding a stronger marketing background or strategic communications skills will see you well positioned to work in industry, whether your interests lie in consumer goods, the public sector or charity organisations.

Your degree at a glance

Year 1

You will build a base of broad business knowledge through the core units, covering all areas of business from finance, accounting and economics through to international and...
electronic business. With generic skills in all areas, you’ll have an understanding of how businesses operate within the commercial and legal environment. Your advertising major starts in second semester with the question of why consumers choose the products they buy. You’ll also learn how advertising agencies relate to both the media, suppliers and the companies that hire them.

Year 2
You will build your skills in creating advertising, including practical writing and concept development workshops. You’ll learn to solve advertising problems by analysing the consumer and the product, and how to create cost effective media schedules. You can start to build your professional portfolio and gain the attention of national and international agencies by entering competitions specifically for advertising students. You’ll also have the opportunity to personalise your degree with the selection of your second study area.

Year 3
You will round out your major by formulating an advertising campaign from a real-world client’s brief. Working as a team, you’ll research your client’s advertising problem and identify strategies to solve it. You’ll then develop creative ideas, match them to innovative media solutions and deliver a boardroom pitch to the client. Your client could be a Queensland icon such as Queensland Day or the Ekka, a charity such as Muscular Dystrophy, or a national consumer goods or pharmaceutical company.

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

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.

Practical teaching
As an integral part of this course, you’ll work in a team to formulate an advertising campaign from a real-world client's brief. You'll research your client's advertising problem and identify strategies to solve it. You'll then develop creative ideas, match them to innovative media solutions and deliver a boardroom pitch to the client. Your client could be a Queensland icon such as Queensland Day or the Ekka, a charity such as Muscular Dystrophy, or a national consumer goods or pharmaceutical company.

Other majors

Abbreviation
BBus(Advtg)

Advertising (Full-time Semester 1 Entry)

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CRICOS No. 00213J ABN 83 791 724 622
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|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| BSB123            | Data Analysis     | BSB124            | Working in Business | AMB201            | Marketing and Audience Research | AMB318            | Advertising Copywriting | AMB330            | Advertising Planning Portfolio |
| BSB126            | Marketing         |                  |                     | AMB200            | Consumer Behaviour              |                  | Media Planning           |                  | Advertising Management   |
|                  |                   |                  |                     |                  |                                |                  |                            |                  |                                |
| Year 2, Semester 2 | AMB220            | Remaining Faculty Core OR Second Area of Study OR Elective | AMB220            | Advertising Theory and Practice | Remaining Faculty Core OR Second Area of Study OR Elective | AMB319            | Media Planning           |                  | Advertising Campaigns    |
| AMB220            | Advertising Theory and Practice | Remaining Faculty Core OR Second Area of Study OR Elective |                  |                  |                                |                  |                            |                  |                                |
| Year 3, Semester 2 |                  | Remaining Faculty Core OR Second Area of Study OR Elective |                  |                  |                                |                  |                            |                  |                                |
| AMB201            | Marketing and Audience Research | Remaining Faculty Core OR Second Area of Study OR Elective |                  |                  |                                |                  |                            |                  |                                |
| Year 4, Semester 2 | AMB318            | Advertising Copywriting | Remaining Faculty Core OR Second Area of Study OR Elective | AMB319            | Media Planning | Remaining Faculty Core OR Second Area of Study OR Elective |
| AMB319            | Media Planning | Remaining Faculty Core OR Second Area of Study OR Elective |                  |                  |                                |                  |                            |                  |                                |
| Year 5, Semester 1 | AMB330            | Advertising Planning Portfolio | Remaining Faculty Core OR Second Area of Study OR Elective | AMB339            | Advertising Campaigns | Remaining Faculty Core OR Second Area of Study OR Elective |
| AMB320            | Advertising Management | Remaining Faculty Core OR Second Area of Study OR Elective |                  |                  |                                |                  |                            |                  |                                |
| Year 6, Semester 1 | AMB339            | Advertising Campaigns | Remaining Faculty Core OR Second Area of Study OR Elective | AMB330            | Advertising Planning Portfolio | Remaining Faculty Core OR Second Area of Study OR Elective |
| AMB339            | Advertising Campaigns | Remaining Faculty Core OR Second Area of Study OR Elective |                  |                  |                                |                  |                            |                  |                                |
| Year 6, Semester 2 |                  | Remaining Faculty Core OR Second Area of Study OR Elective |                  |                  |                                |                  |                            |                  |                                |

**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 Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.
Study OR Elective

Year 5, Semester 2
AMB320 Advertising Management
Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 1
AMB339 Advertising Campaigns
Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 2
Remaining Faculty Core OR Second Area of Study OR Elective
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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 (Advertising) Unit Sets. BSB110, BSB111, BSB113 and BSB115 are the remaining Faculty 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

Second Area of Study

Advertising - 6 Unit Major
AMB200 Consumer Behaviour
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 Course structure

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 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/study/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 Faculty Core OR Elective
- Remaining Faculty Core OR Elective

#### 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
- Remaining Faculty Core OR Elective
- AMB340 Services Marketing

#### Year 3, Semester 2
- AMB336 International Marketing
- AMB339 Advertising Campaigns
- AMB359 Strategic Marketing
- Remaining Faculty Core OR Elective

### Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Advertising) Unit Sets. BSB111 and BSB113 are the remaining Faculty 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 Faculty Core OR Elective
- Remaining Faculty Core OR Elective

#### Year 2, Semester 2
- AMB318 Advertising Copywriting
- AMB319 Media Planning
- Remaining Faculty Core OR Elective
- 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
**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, CTB126, BSB116, or BSB117

**Antirequisites:** MIB204

**Equivalents:** CTB200

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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**AMB201 MARKETING AND AUDIENCE RESEARCH**
This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.

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

**Antirequisites:** MIB305, MGB220, COB334

**Equivalents:** CTB201

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point and Caboolture

**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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**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, CTB126, BSB116, or BSB117

**Antirequisites:** COB207, MIB309

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**AMB208 EVENTS MARKETING**

**Prerequisites:** BSB126 or CTB126

**Antirequisites:**

**MIB319**

**Equivalents:** AMB354

**Credit points:** 12

**Teaching period:** 2010 SEM-1

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**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

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**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: CTB240  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1 and 2010 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:** (AMB318 or AMB221) and (AMB319 or AMB222)  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** AMB261, AMB262  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB318 ADVERTISING COPYWRITING**
Prerequisites: AMB220 or COB308  
Equivalents: AMB221  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB319 MEDIA PLANNING**
Prerequisites: AMB220  
Equivalents: AMB222  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

**Prerequisites:** AMB318 or AMB221, and (AMB319 or AMB222)  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

**Prerequisites:** AMB318 or AMB221, and (AMB319 or AMB222)  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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, and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.

**Prerequisites:** AMB318 or AMB221, and (AMB319 or AMB222)  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB335 E-MARKETING STRATEGIES**
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  
Equivalents: AMB241  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2
AMB336 INTERNATIONAL MARKETING  
Prerequisites: AMB240, CTB240, AMB210, or IBB210  
Equivalents: IBB213  Credit points: 12  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB339 ADVERTISING CAMPAIGNS  
Prerequisites: AMB320 and AMB330  Equivalents: AMB321  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 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 influences 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: CTB340  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 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  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 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  Credit points: 12  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1 and 2010 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)  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 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  Credit points: 12  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB374 GLOBAL PUBLIC RELATIONS CASES  
Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public relations discipline's practice and strengthen students' decision-making and critical thinking skills.  
Prerequisites: AMB372, AMB261, or AMB262  Equivalents: AMB370  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2
AMB375 PUBLIC RELATIONS MANAGEMENT
This unit develops student skills in the analysis of public relations public relations programs in line with corporate strategy, integrating long term planning with issue assessment and response. Students extend analytical, interpretive and management skills in the public relations role.
Prerequisites: AMB372 and AMB373, or AMB360 Credit points: 12 Teaching period: 2010 SEM-1 and 2010 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: CTB110 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and Caboolture Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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: CTB115 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and Caboolture Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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 Equivalents: CTB119 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and Caboolture Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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 Credit points: 12 Campus: Gardens Point and Caboolture Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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 Credit points: 12 Campus: Gardens Point and Caboolture Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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  Equivalents: CTB126  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM