## Master of Business (Integrated Marketing Communication)

<table>
<thead>
<tr>
<th>Year</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>QUT code</td>
<td>BS11</td>
</tr>
<tr>
<td>CRICOS</td>
<td>085448J</td>
</tr>
<tr>
<td>Duration</td>
<td>1.5 - 2 years full time</td>
</tr>
<tr>
<td>Total credit points</td>
<td>192</td>
</tr>
<tr>
<td>International fee (indicative, subject to annual review)</td>
<td>2020: $33,100 per year full-time (96 credit points)</td>
</tr>
<tr>
<td>Course contact</td>
<td>Freecall: 1800 181 848 (within Australia) Phone: +61 3 9627 4853 (outside Australia) Mon - Fri, 8.30am - 5pm</td>
</tr>
<tr>
<td>Campus</td>
<td>Gardens Point</td>
</tr>
<tr>
<td>Start months</td>
<td>November, July, February</td>
</tr>
</tbody>
</table>

If you are interested in advertising, promotions or communications, you should consider an integrated marketing communication (IMC) major.

IMC focuses on the strategic integration of the functions of public relations, advertising, promotion, direct marketing and personal selling to achieve brand equity and increase the effectiveness of promotional communications with target audiences.

QUT’s Master of Business has been redesigned to ensure it meets the new quality assurance standards set by the Australian Qualifications Framework for masters by coursework programs. The learning outcomes of the course have been refreshed to provide you with a more engaging and real world learning experience.

**Why choose this course?**

This course is designed to extend your real-world integrated marketing communication knowledge and skills. You will acquire the skills to confront the fragmentation of mass markets, the explosion of new technologies that give consumers more control over the communication process, the emergence of global markets, and the rapid changes in economic conditions within which organisations operate.

In undertaking this study area you will also acquire the necessary skills and knowledge to make decisions on planning, research and execution of integrated marketing communication programs to address real business needs.

**Flexible delivery**

Units in this postgraduate program are delivered using a mix of face-to-face, online and blended learning technologies. All course materials are placed online including course lecture materials, practical session guides, readings and help guides.

**Real-world learning**

Developed in consultation with industry, our programs incorporate real-world case analysis, activities and workplace projects. You will also benefit from meaningful connections with industry leaders and practitioners as they share their insights into essential skills and attributes needed for professional practice.

You will learn how to exercise creativity, independent judgement and critical reflection, to

---

**Kelly Brightwell**

**A real advantage**

‘Studying integrated marketing communications has shaped my thinking, giving me not only a greater depth of knowledge but a more strategic approach to marketing. I attribute much of the success I’ve enjoyed in my career to the skills I gained from my postgraduate study.’
Master of Business (Integrated Marketing Communication)

plan, design, adapt and implement strategies and solutions that contribute to real world business practice and research.

Your knowledge and research skills are taken to an advanced level in the capstone unit of this course. This unit comprises a workplace experience project or a business case project.

Entry requirements

Academic entry requirements

As part of QUT’s application for admission process, you will be automatically assessed for the 1.5 year program. If you wish to be considered for the 2 year program only, please indicate this on your application form.

November admission is dependent on your educational background and program duration.

Master of Business - 1.5 year program

- February and July: A completed recognised bachelor degree in business or related field with a minimum grade point average (GPA) of 4.00 (on QUT’s 7 point scale).
- November: A completed recognised bachelor degree in marketing, advertising, mass communication, public relations or journalism with a minimum grade point average (GPA) of 4.0 (on QUT’s 7 point scale).

Master of Business - 2 year program

- February, July and November: A completed recognised bachelor degree in any discipline with a minimum grade point average (GPA) of 4.0 (on QUT’s 7 point scale).

Pathway

Graduate Certificate in Business and Communication: Applicants with an overall IELTS score of 6 (Reading and Writing no less than 5.5 and no other sub-score below 5) (or accepted equivalent) may be considered for the Graduate Certificate / Masters pathway.

Minimum English requirements

Students must meet the English proficiency requirements.

<table>
<thead>
<tr>
<th>IELTS (International English Language Testing System)</th>
<th>Overall</th>
<th>Listening</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6.5</td>
<td>6.0</td>
</tr>
</tbody>
</table>

Course structure

The Master of Business is designed in three blocks of study:

1. Foundation studies (48 credit points)
2. Discipline studies (96 credit points)
3. Complementary studies (48 credit points)

Students with an undergraduate degree that is not in Business or a related field of study will undertake 192 credit points of study commencing with Foundation studies.

Students who have completed an undergraduate degree in Business or related field of study with a minimum GPA of 4 (on a 7 point scale) will undertake 144 credit points of study in their course.

The enrolment program students will undertake will depend on their prior study:

- Undergraduate degree in the same discipline as their chosen major: Students will commence their study in the Discipline studies block.
- Undergraduate Business degree in a different discipline to their chosen major: Students will commence their study in the Foundation studies block.

November admission is dependent on your educational background and program duration. Programs may only be available.

Course structure

The Master of Business (BS11) is at the following stages, once those particular course requirements have been met:

- Graduate Diploma of Business (BS79) (Study Area A)
- Graduate Certificate in Business (BS39) (Study Area A)

Career and outcomes

You will have the opportunity to take a contemporary qualification into the marketplace. Many graduates begin in consultancies as account executives or in government or private sector organisations performing a variety of roles from publicity through to events management, product launches and brand management. Agency positions for graduates include account managers in advertising, digital and e-marketing as well as media roles. Company positions for graduates often include advertising, direct marketing and product management. You then have the opportunity to progress to senior consultant or be part of the senior management team within organisations as part of the strategic planning process.

Advanced standing

Students who have articulated from the Graduate Certificate in Business (Integrated Marketing Communication) may receive exemptions for up to 48 credit points.

Advanced standing may also be available to students who have studied a related postgraduate program with another institution within the last five years.

Recognition of prior learning

If you have a recognised undergraduate degree, in a related discipline study area, your experience in our Master of Business program will be tailored to your learning needs.

Your work experience in a related field may also be considered for recognition of prior learning.

Early exit

Students may exit from the Master of Business (BS11) at the following stages, once those particular course requirements have been met:

- Graduate Diploma of Business (BS79) (Study Area A)
- Graduate Certificate in Business (BS39) (Study Area A)

International double masters program

If you would like to attain two internationally accredited masters in about the same time that it would normally take you to get one, you may consider our international double masters program. In an exchange study, you complete part of your degree at one of two leading institutions in Europe. Through cross-crediting of your course content, you are able to obtain the full degrees from both institutions – and you may be able to complete the double degree in the same time that it would take you to complete your QUT Master of Business program. For more information, visit international double degrees.

Business advantage

The QUT Business School’s Business Advantage program is a free program offered to all business students. It can help you develop skills through interaction, discussion, cooperation and debate with other students and leaders.

a university for
the real world
Master of Business (Integrated Marketing Communication)

from business, government, education and community sectors. The program includes: guest presentations from inspiring industry, community and university leaders; sessions focused on specific social and professional skills; challenging interaction aimed at developing skills through new experiences; and provides a certificate of completion for you to include in your resume or portfolio. Not only does this program offer you excellent networking opportunities, but also the opportunity to gain highly relevant experiences and skills that you can apply throughout your career.