Master of Business (Strategic Advertising) (BS16)

Year offered: 2011
Admissions: Yes
CRICOS code: 059599K
Course duration (full-time): 3 semesters (1.5 years)
Course duration (part-time): 6 semesters (3 years)
Domestic Fees (indicative): 2011: Full fee tuition $9,750 (indicative) per semester
International Fees (indicative): 2011: Full fee tuition $11,800 (indicative) per semester
Domestic Entry: February and July
International Entry: February and July
Total credit points: 144
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Enquiries to Business Student Services on 3138 2050 or email bus@qut.edu.au
Discipline coordinator: Mr Bill Proud
Campus: Gardens Point

Overview
The strategic advertising major focuses on the management of the advertising function, including consumer behaviour, advertising management, creative strategy, media strategy, campaign planning and research.

As a QUT advertising graduate, you could work as an advertising manager, planning and controlling the advertising for your employer and liaising with advertising agencies. You may work as an advertising planner or researcher, or within the media as a sales representative or copywriter.

Course design
Students are required to complete 144 credit points of units.

Early Exit
Information on early exit options may be found on the Master of Business title page.

Abbreviation
MBus(SAA)

Other Majors

English language requirements

In addition to the above academic entry requirements, standard English language requirements apply. See the details for ‘all degrees’ at: http://www.qut.edu.au/study/applying/english-language-requirements.jsp

Pathways programs (international students)
Pathways units are designed for academically qualified students who do not meet the language requirements.

The Postgraduate Business Pathway program allows international students who have obtained IELTS 6.0 with no sub-band lower than 5.0 to enter some majors of the Master of Business (BS16) and Master of Business Advanced (BS17) on the condition they undertake two Communication units (QCD111 and QCD211) in the first semester of their postgraduate business course. This option is applicable to following Majors: Strategic Advertising, Applied Finance, Events Marketing and Management, Integrated Marketing Communication, International Business, Marketing and Public Relations.

Limits on grades of 3
A new policy concerning grades of 3 came into effect from 1 January 2009 (QUT MOPP C/5.2). With effect from this date grades of 3 are no longer considered a conceded or low pass but are classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 retain the conceded pass status and will be counted for graduation purposes up to the maximum number of grades of 3 permitted for your course. Grades of 3 incurred in units that commence after 1 January 2009 will not count towards your degree. Further information is available on the Student Services website

Strategic Advertising Unit Set

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMN442</td>
<td>Marketing Management</td>
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<tr>
<td>AMN403</td>
<td>Marketing and Survey Research</td>
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<td></td>
<td>Two units from Complementary Studies List</td>
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<tr>
<td>AMN400</td>
<td>Consumer Behaviour</td>
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<tr>
<td>AMN420</td>
<td>Advertising Management</td>
</tr>
<tr>
<td>AMN421</td>
<td>Contemporary Issues in Advertising</td>
</tr>
<tr>
<td>AMN422</td>
<td>Media Strategy</td>
</tr>
<tr>
<td>KIP424</td>
<td>Advertising Creative: Introduction</td>
</tr>
<tr>
<td>AMN423</td>
<td>Strategies for Creative Advertising</td>
</tr>
<tr>
<td></td>
<td>or</td>
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<tr>
<td>KIP426</td>
<td>Advertising Creative: Copywriting and Art</td>
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</tbody>
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Direction
Plus:

**AMN406** Project

or

Two approved Option (electives) (including postgraduate Creative Advertising option units)

Course Notes: Students have the choice of undertaking either a 24cp Project unit or 24cp of option (elective) units from postgraduate units offered by the School of Advertising, Marketing & Public Relations or postgraduate units from the Creative Advertising stream offered by the Faculty of Creative Industries. Students interested in Creative Advertising units should refer to the Course Summary for IX96 Master of Advertising (Creative Advertising).

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
<th>Year 2, Semester 1</th>
<th>Year 3, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMN400 Consumer Behaviour</td>
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<td>AMN422 Media Strategy</td>
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<tr>
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<td>AMN422 Media Strategy</td>
</tr>
<tr>
<td>AMN403 Marketing and Survey Research</td>
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<td>AMN421 Contemporary Issues in Advertising</td>
</tr>
<tr>
<td>KIP424 Advertising Creative: Introduction</td>
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<td>One unit from Complementary Studies List</td>
</tr>
</tbody>
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**Full-time, Semester 1**

**Year 1, Semester 1**

- AMN400 Consumer Behaviour
- AMN420 Advertising Management
- AMN403 Marketing and Survey Research
- KIP424 Advertising Creative: Introduction

**Year 1, Semester 2**

- AMN442 Marketing Management
- AMN423 Strategies for Creative Advertising
  - Or
  - KIP426 Advertising Creative: Copywriting and Art Direction
- AMN421 Contemporary Issues in Advertising
  - One unit from Complementary Studies List

**Year 2, Semester 1**

- AMN422 Media Strategy
  - One unit from Complementary Studies List
  - Plus:
  - AMN406 Project
    - Or
    - Two approved AMN or Creative Advertising Option (Elective) units

**Year 2, Semester 2**

- AMN423 Strategies for Creative Advertising
  - Or
  - KIP426 Advertising Creative: Copywriting and Art Direction
  - One unit from Complementary Studies List
  - Plus:
  - AMN406 Project
    - Or
    - Two approved AMN or Creative Advertising Option (Elective) units

**Full-time, Semester 2**

**Year 1, Semester 2**

- AMN422 Media Strategy
  - One unit from Complementary Studies List
  - Plus:
  - AMN406 Project
    - Or
    - Two approved AMN or Creative Advertising Option (Elective) units

**Year 2, Semester 2**

- AMN423 Strategies for Creative Advertising
  - Or
  - KIP426 Advertising Creative: Copywriting and Art Direction
  - One unit from Complementary Studies List

**Year 3, Semester 1**

- AMN422 Media Strategy
One unit from Complementary Studies List

Year 3, Semester 2
AMN406 Project
Or
Two approved AMN or Creative Advertising Option (Elective) units

Part-time, Semester 2

Year 1, Semester 2
AMN420 Advertising Management
AMN400 Consumer Behaviour

Year 2, Semester 1
KIP424 Advertising Creative: Introduction
AMN403 Marketing and Survey Research

Year 2, Semester 2
AMN442 Marketing Management
AMN421 Contemporary Issues in Advertising

Year 3, Semester 1
AMN422 Media Strategy
One unit from Complementary Studies List

Year 3, Semester 2
AMN423 Strategies for Creative Advertising
Or
KIP426 Advertising Creative: Copywriting and Art Direction
One unit from Complementary Studies List

Year 4, Semester 1
AMN406 Project
Or
Two approved AMN or Creative Advertising Option (Elective) units

Potential Careers:
Account Executive, Accountant, Advertising Professional.

UNIT SYNOPSISES

AMN400 CONSUMER BEHAVIOUR
This unit provides an introduction to the area of consumer behaviour and a forum for discussion of theory and research in the field. The current state of consumer behaviour research will be reviewed and some of the emerging trends in the area are explored through several avenues of assessment. The unit provides the environment for students to conduct their own research in areas that are relevant, of interest to them and reflect the interdisciplinary nature of consumer behaviour.

Antirequisites: MIN419 Equivalents: AMX400 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and External Teaching period: 2011 SEM-1 and 2011 SEM-2

AMN403 MARKETING AND SURVEY RESEARCH
This unit provides a detailed overview of marketing research to support decision making in the areas of advertising, integrated marketing communication, marketing and public relations. The unit builds an advanced understanding of the use of survey research to support the descriptive and predictive information needs of management in such areas as consumer opinions and behaviour, and stakeholder analyses. Students will explore issues related to survey research design, questionnaire development and administration, sampling, measurement, data analysis including descriptive and multivariate statistics and presentation of research results.

Antirequisites: MIN413 Equivalents: AMX403 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and External Teaching period: 2011 SEM-1 and 2011 SEM-2

AMN406 PROJECT
In this unit, students examine in detail a theoretical or empirical problem in one of the disciplines of advertising, marketing, public relations, or integrated marketing communication. The study is based in the published journal literature of the discipline and can involve primary research and analysis. Students can develop a communication audit of an organisation or a case study related to an organisation product or issue. Project supervision will be arranged by the Unit Coordinator through consultation with the student and available staff members.

Prerequisites: 60 credit points of approved prior studies in Advertising, Marketing and Public Relations units (AMN% units) Antirequisites: CON405 Equivalents: AMX406 Credit points: 24 Contact hours: 2-6 per week Campus: Gardens Point Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AMN420 ADVERTISING MANAGEMENT
This unit empowers students to make effective management decisions within the advertising process. It examines the setting of advertising objectives, and the need for coordination of these with marketing, communication and organisational objectives. It develops a sound understanding of advertising regulations and ethics,
budgeting, research and campaign coordination. It further examines management’s participation in the creative, media and production processes, and the contribution of advertising management to the cohesion and creativity of the agency.

**Antirequisites:** CON417  **Equivalents:** AMX420  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMN421 CONTEMPORARY ISSUES IN ADVERTISING**
This unit surveys the intellectual foundations of a number of contemporary issues emerging within the advertising discipline and provides sophisticated, systematic explanations of their societal implications and consequences. It also explores how these issues are addressed by business, government and organisation.

**Prerequisites:** AMN420  **Antirequisites:** CON412  **Equivalents:** AMX421  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMN422 MEDIA STRATEGY**
One of the ultimate determinants of the effectiveness of any advertising campaign is the media strategy. This unit examines ways to improve efficiency in media planning, buying, coordination and research. It examines concepts of media decision making, market targeting through the creative use of media, and strategic planning. It explores current media campaigns and encourages the development of a more creative and integrated approach to media.

**Antirequisites:** CON418  **Equivalents:** AMX422  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1

**AMN423 STRATEGIES FOR CREATIVE ADVERTISING**
This unit explores the substantive body of academic research on creative advertising. It follows the creative process, beginning with the development of creative strategy and concluding with campaign evaluation. Through cases and presentations, student examine how copywriters think, the illumination of the ‘big idea’ and its execution across the very diverse advertising media.

**Antirequisites:** CON419  **Equivalents:** AMX423  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-2

**AMN442 MARKETING MANAGEMENT**
The study of marketing, marketing systems and marketing management and marketing planning within contemporary structure of social, cultural, political, economic, business and organisational environment. Concepts are applied through the study and construction of a marketing plan, which involves market and sales analysis, target market strategies, tactical decision planning, and implementation and control. Marketing management concepts are applied to virtual and physical markets and attention is given to a range of skills in finance, human resources, information and other skills needed by marketing managers in these markets.

**Antirequisites:** MIN422  **Equivalents:** AMX442  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and External  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KIP424 ADVERTISING CREATIVE: INTRODUCTION**
This unit provides an introduction to the creative side of advertising, involving the analysis of advertising creative content, the development of creative strategies, creative concepts, and the crafting of persuasive ideas. The unit is the foundation for further work in creative advertising, and provides you with a thorough grounding in creative advertising history, industry practices, strategies and concept development.

**Equivalents:** KCP404, KCP360  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove

**KIP426 ADVERTISING CREATIVE: COPYWRITING AND ART DIRECTION**
Copywriting and art direction are fundamental to creative advertising practice. Both tasks exist at the front end of advertising: copywriters and art directors help to bring advertising campaigns to life through creative concept development, writing, and liaising with both clients and artists. This unit builds on the introductory creative advertising units. It examines contemporary advertising theory and practice and develops practical skills in writing and art directing. Case studies examine a wide range of advertising campaigns, including campaigns to sell products, corporate reputations, and not-for-profit organisations.

**Prerequisites:** KIP424, KCP404, or KCP360 (can be enrolled in the same teaching period)  **Equivalents:** KCP406, KCP362  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove