Master of Business (Strategic Advertising) (BS16)

Year offered: 2013
Admissions: Yes
CRICOS code: 059599K
Course duration (full-time): 1.5 years
Course duration (part-time): 3 years
Domestic Fees (indicative): 2013: $10,200 (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
Deferment allowed: No
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
Attendance: Part-time, Full-time
Additional Requirements:
An undergraduate degree or equivalent with a minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale).

Course highlights
- Develop tradeable knowledge and strategic thinking to advance or change your career.
- Study the elements of advertising, including understanding consumers, creative and media strategy, campaign planning and research.
- Study copywriting and art direction, consumer behaviour, media strategy, contemporary issues in advertising, marketing and research.
- Prepares you for a career as an advertising manager, planner or researcher, media sales representative or copywriter.
- Complete in 3 semesters full-time or 6 semesters part-time.
- Opportunity to attain two masters degrees by completing the international double masters program and using exchange studies.

Details:
The real world of advertising involves strategy, planning and creativity. If you are looking to freshen up your skills or move into advertising, QUT offers you a choice of programs with an opportunity to do both.
The strategic advertising major focuses on the management of the advertising function, including understanding consumers, creative and media strategy, campaign planning and research.

Career outcomes
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.
CAREERS in advertising agencies include account manager, creative manager, media buyer or in production roles.

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.

Structures and Units
Recommended course combinations: Master of Business
You can consider a business minor in marketing, public relations or integrated marketing communication as well as a minor in creative advertising from the Creative Industries Faculty.

Example course units
- Advertising Creative: Introduction
- Advertising Creative: Copywriting and Art Direction
- Consumer Behaviour
- Contemporary Issues in Advertising
- Media Strategy
- Marketing and Survey Research
- Strategies for Creative Advertising

Course design
Students are required to complete 144 credit points of units.
Strategic Advertising Unit Set

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
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<tbody>
<tr>
<td>AMN400 Consumer Behaviour</td>
</tr>
<tr>
<td>AMN420 Advertising Management</td>
</tr>
<tr>
<td>AMN403 Marketing and Survey Research</td>
</tr>
<tr>
<td>KAP401 Advertising Creative: Introduction</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
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<tbody>
<tr>
<td>AMN442 Marketing Management</td>
</tr>
<tr>
<td>AMN423 Strategies for Creative Advertising</td>
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<tr>
<td>Or</td>
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<tr>
<td>KAP402 Advertising Creative: Copywriting and Art Direction</td>
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<tr>
<td>AMN421 Contemporary Issues in Advertising</td>
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One unit from Complementary Studies List

Plus:

<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
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<tbody>
<tr>
<td>AMN422 Media Strategy</td>
</tr>
<tr>
<td>One unit from Complementary Studies List</td>
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<tr>
<td>Plus:</td>
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<tr>
<td>AMN406 Project</td>
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<tr>
<td>Or</td>
</tr>
<tr>
<td>Two approved AMN or Creative Advertising Option (Elective) units</td>
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</tbody>
</table>

NOTES:

* KIP424, KIP426, and KIP429 may count towards this study area if completed by mid 2012 or earlier.

* KIP424 will be recoded to KAP401 from July 2012. Please enrol in KIP424 if you wish to study this unit in the first half of 2012. Please enrol in KAP401 if you wish to study this unit in the second half of 2012.

* KIP426 will be recoded to KAP402 from July 2012. Please enrol in KIP426 if you wish to study this unit in the first half of 2012. Please enrol in KAP402 if you wish to study this unit in the second half of 2012.

* KIP429 will be recoded to KAP403 from July 2012. Please enrol in KIP429 if you wish to study this unit in the first half of 2012. Please enrol in KAP403 if you wish to study this unit in the second half of 2012.

Full-time, Semester 2

<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
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<tbody>
<tr>
<td>AMN400 Consumer Behaviour</td>
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<tr>
<td>AMN420 Advertising Management</td>
</tr>
<tr>
<td>AMN403 Marketing and Survey Research</td>
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</tbody>
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Full-time, Semester 1
### KAP401: Advertising Creative: Introduction

**Year 2, Semester 1**
- AMN442: Marketing Management
- AMN422: Media Strategy
- AMN421: Contemporary Issues in Advertising
  One unit from Complementary Studies List

**Year 2, Semester 2**
- AMN423: Strategies for Creative Advertising
  Or
- KAP402: 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

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- * KIP429 will be recoded to KAP403 from July 2012. Please enrol in KIP429 if you wish to study this unit in the first half of 2012. Please enrol in KAP403 if you wish to study this unit in the second half of 2012.

### Part-time, Semester 1

**Year 1, Semester 1**
- AMN400: Consumer Behaviour
- AMN420: Advertising Management

**Year 1, Semester 2**
- AMN403: Marketing and Survey Research
- KAP401: Advertising Creative: Introduction

**Year 2, Semester 1**
- AMN442: Marketing Management

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

**Year 2, Semester 2**
- AMN443: Strategies for Creative Advertising
  Or
- KAP402: 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

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

Year 3, Semester 2
AMN423 Strategies for Creative Advertising
Or
KAP402 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

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Potential Careers:
Account Executive, Accountant, Advertising Professional.

UNIT SYNOPSES

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

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

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: CON404  Equivalents: AMX406  Credit

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

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

AMN442 MARKETING MANAGEMENT
The study of marketing, marketing systems and marketing management and 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: 2013 SEM-1 and 2013 SEM-2

KAP401 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: KIP424, KCP404, KCP360  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1 and 2013 SEM-2

KAP402 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: KAP401 or KIP424 or KCP404 or KCP360 (can be enrolled in the same teaching period)  Equivalents: KIP426, KCP406, KCP362  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1 and 2013 SEM-2