Master of Business (Marketing)  (BS16)

Year offered: 2010
Admissions: Yes
CRICOS code: 059599K
Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)
Course duration (part-time): 6 semesters (3 years)
Domestic fees (indicative): 2010: Full fee tuition $9,500 (indicative) per semester
International Fees (indicative): 2010: Full fee tuition $11,000 (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: Dr Amanda Gudmundsson
Discipline coordinator: Mr Bill Proud
Campus: Gardens Point

Overview
This course is designed for marketing practitioners to freshen or further their skills, or those seeking a career change to this field you will develop marketing management skills as they apply to a business or corporation with practical focus on the identification of forecast opportunities and threats in domestic and international industries; the development of marketing strategies, tactics and plans for such opportunities and threats; the ability to implement and monitor marketing strategies, tactics and plans and their effect on the organisation; and the consideration of new theories, concepts and techniques in marketing management.

Why choose this course?
Marketing professionals are involved in the promotion and/or sales of a company’s goods or services. This includes the marketing of existing product lines, or the development of new markets for new or existing products. Marketing is a vital component of business in all industries, as well as in government and third-sector organisations.

This course can lead to more strategic roles such as business development managers, brand or product managers, marketing consultants or marketing managers.

Course design
Students are required to complete 144 credit points of units. Please refer to the course structures for information on specific unit requirements.

Students enrolled in the Master of Business (BS16) who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight 96 credit point units, where a minimum of 72 credit points are within the same discipline area, approved by the Course Coordinator.

Abbreviation
MBus (Marketing)

Other majors
See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Entry requirements (domestic and international students)
An undergraduate degree or equivalent in any field with an overall minimum grade point average (GPA) of 4.0 (on a 7 point scale).

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.studentservices.qut.edu.au/apply/internat/english.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.

Articulation
Students who have articulated from the Graduate Certificate in Business may receive advanced standing for 48 credit points.

Marketing Unit Set

Page 1/6
Marketing Unit Set

AMN442  Marketing Management
AMN403  Marketing and Survey Research
Two units from Complementary Studies List
AMN400  Consumer Behaviour
AMN401  Integrated Marketing Communication
AMN443  Product and Service Innovation
AMN444  Services Marketing
AMN445  Strategic Marketing Management
AMN447  Contemporary Issues in Marketing

OR

AMN431  Marketing Internationally
PLUS:
AMN406  Project
OR
Two Approved AMN Electives

Full-time, Semester 1 Entry

Year 1, Semester 1

AMN400  Consumer Behaviour
AMN442  Marketing Management
AMN403  Marketing and Survey Research
One unit from Complementary Studies List

Year 1, Semester 2

AMN447  Contemporary Issues in Marketing
Or
IBN421  Marketing Internationally
AMN445  Strategic Marketing Management
AMN401  Integrated Marketing Communication
One unit from Complementary Studies List

Year 2, Semester 1

AMN444  Services Marketing
AMN443  Product and Service Innovation
Plus:
AMN406  Project
Or
Two approved AMN Elective units

Full-time, Semester 2 Entry

Year 1, Semester 2

AMN400  Consumer Behaviour
AMN442  Marketing Management
AMN403  Marketing and Survey Research
One unit from Complementary Studies List

Year 2, Semester 1

AMN401  Integrated Marketing Communication
AMN443  Product and Service Innovation
AMN444  Services Marketing
One unit from Complementary Studies List

Year 2, Semester 2

AMN445  Strategic Marketing Management
AMN447  Contemporary Issues in Marketing
Or
IBN421  Marketing Internationally
Plus:
AMN406  Project
Or
Two approved AMN Elective units

Part-time, Semester 1 Entry

Year 1, Semester 1

AMN442  Marketing Management
AMN403  Marketing and Survey Research

Year 1, Semester 2

AMN400  Consumer Behaviour
One unit from Complementary Studies List

Year 2, Semester 1

AMN401  Integrated Marketing Communication
One unit from Complementary Studies List

Year 2, Semester 2

AMN445  Strategic Marketing Management
AMN447  Contemporary Issues in Marketing
Or
IBN421  Marketing Internationally

Year 3, Semester 1

AMN443  Product and Service Innovation
AMN444  Services Marketing
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**Part time, Semester 1 Entry (for continuing students only)**

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**Year 2, Semester 2**

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| Or AMN447 Contemporary Issues in Marketing |
| Or AMN431 Marketing Internationally |

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**Potential Careers:**
Market Research Manager, Marketing Officer/Manager.

**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  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

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Integrated marketing communication (IMC) is a new discipline that seeks synergistic effect from integrating traditional marketing communication disciplines. This unit explores the development of IMC, looking at reasons for growth, barriers to implementation and organisation issues. Students are introduced to the strategic foundations of IMC, from consumer behaviour, to marketing strategy, to IMC campaign evaluation. The disciplines of advertising, public relations, direct response and sales promotion are then explored to highlight how each contributes to IMC planning.

**Antirequisites:** CON421  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 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  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 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:** 96 credit points of approved prior studies in Advertising, Marketing and Public Relations units (AMN% units)  **Antirequisites:** CON405  Credit points: 24  Contact hours: 2-6 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AMN431 MARKETING INTERNATIONALLY**

In this unit students are exposed to the theoretical and planning aspects of marketing internationally. Through an applied approach, theoretical issues such as segmentation of international markets, life cycle, contingency and network approaches to international market entry choice, and market development and extension are addressed. Planning issues cover the strategic marketing processes involved, including international market research, and their application to regions and countries primarily in the Asia/Pacific region or Europe. Students are trained in the practical application of these theoretical and planning aspects through the development of an extensive international marketing plan.

**Antirequisites:** MIN421  Credit points: 12  Contact hours: 3  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 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  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMN443 PRODUCT AND SERVICE INNOVATION**

This unit examines the dynamics of innovation and development within the mix of core marketing activities of organisations. Once establishing the integral role innovation plays in organisations, the unit also reviews the key stages in the process of creating, developing and implementing new product and service concepts including product, service and market analysis, design, innovation, evaluation and testing of ideas, branding and packaging, market testing and investment analysis.

**Antirequisites:** MIN423  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

**AMN444 SERVICES MARKETING**

This unit introduces a framework for studying services and explores both strategic and operational issues including the design and delivery of services; the formulation of communication strategies; definition, measurement and implementation of customer focused marketing programs in service industries; the establishment and maintenance of relationships with customers.

**Prerequisites:** AMN442  **Antirequisites:** MIN424  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2
AMN445 STRATEGIC MARKETING MANAGEMENT
This is a capstone unit which aims to ensure students can
manage the complete marketing function at a senior level
within a corporation, and includes assessing the marketing
function's performance with appropriate tools to diagnose,
assess, track and evaluate performance and to modify
processes to improve the function. Links between the
marketing function and other functions of a business such
as accounting, operations and human resources are drawn,
so that the student would be in a position to move into top
management if the opportunity arose.
Prerequisites: AMN442    Antirequisites: MIN425
Credit points: 12    Contact hours: 3 per week    Campus:
Gardens Point    Teaching period: 2010 SEM-1 and 2010
SEM-2

AMN447 CONTEMPORARY ISSUES IN MARKETING
This unit offers advanced study of topical issues and
emerging trends in marketing practice as a result of new
technologies, current events and their impact on local,
national and international enterprises. In depth interaction
with business and public policy leaders expands students
research, reflection and strategic thinking abilities.
Antirequisites: MIN407    Credit points: 12    Contact
hours: 3 per week    Campus: Gardens Point    Teaching
period: 2010 SEM-2

IBN421 MARKETING INTERNATIONALLY
From 2010, this unit has been recoded, please see
AMN431
In this unit students are exposed to the theoretical and
planning aspects of marketing internationally. Through an
applied approach, theoretical issues such as segmentation
of international markets, life cycle, contingency and network
approaches to international market entry choice, and market
development and extension are addressed. Planning issues
cover the strategic marketing processes involved, including
international market research, and their application to
regions and countries primarily in the Asia/Pacific region or
Europe. Students are trained in the practical application of
these theoretical and planning aspects through the
development of an extensive international marketing plan.
Antirequisites: MIN421    Credit points: 12    Contact
hours: 3 per week    Campus: Gardens Point