Master of Business (Integrated Marketing Communication) (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
If you are interested in advertising, promotions or communications, you should consider an Integrated Marketing Communication (IMC) major. Studies in IMC will provide you with a systematic and comprehensive understanding of the theory and research integration of marketing communication.

The course focuses on refinement of analytical skills and knowledge required for decision making in the areas of advertising, marketing and public relations. 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.

You will be equipped 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 rapid changes in economic conditions within which organisations operate.

Why choose this course?
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 and product launches. 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. IMC graduates have the opportunity to take a new qualification into the marketplace.

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 points, where a minimum of 72 credit points are within the same discipline area, approved by the Course Coordinator.

Abbreviation
MBus(IMC)

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

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

Integrated Marketing Communication Unit Set (IMP)

Integrated Marketing Communication Unit Set
AMN465 Public Relations Management
AMN420 Advertising Management
OR
AMN442 Marketing Management
PLUS 24 credit points from the Complementary Studies list below:
AMN400 Consumer Behaviour
AMN401 Integrated Marketing Communication
AMN403 Marketing and Survey Research
AMN404 Readings in Integrated Marketing Communication
AMN405 Cases in Integrated Marketing Communication
AMN406 Project
AMN420 Advertising Management
OR
AMN442 Marketing Management

Full-time, Semester 1 Entry

Year 1, Semester 1
AMN442 Marketing Management
AMN420 Advertising Management
AMN401 Integrated Marketing Communication
AMN400 Consumer Behaviour

Year 1, Semester 2
AMN403 Marketing and Survey Research
AMN404 Readings in Integrated Marketing Communication
AMN465 Public Relations Management
One unit from Complementary Studies List

Year 2, Semester 1
AMN405 Cases in Integrated Marketing Communication
AMN406 Project
One unit from Complementary Studies List

Year 2, Semester 2
AMN405 Cases in Integrated Marketing Communication
AMN406 Project
One unit from Complementary Studies List

Part-time, Semester 1 Entry

Year 1, Semester 1
AMN400 Consumer Behaviour
AMN401 Integrated Marketing Communication

Year 1, Semester 2
AMN442 Marketing Management
AMN420 Advertising Management

Year 2, Semester 1
AMN403 Marketing and Survey Research
One unit from Complementary Studies List

Year 2, Semester 2
AMN404 Readings in Integrated Marketing Communication
One unit from Complementary Studies List

Year 3, Semester 1
AMN465 Public Relations Management
AMN405 Cases in Integrated Marketing Communication

Year 3, Semester 2
AMN406 Project
### Part-time, Semester 2 Entry

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<td>AMN403  Marketing and Survey Research</td>
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### Integrated Marketing Communication Unit Set (IMP) (for continuing students only)

#### Part A - Compulsory Units (48 credit points):

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#### Part B - Integrated Marketing Communication Area Studies (96 credit points):

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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

AMN401 INTEGRATED MARKETING COMMUNICATION
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

AMN404 READINGS IN INTEGRATED MARKETING COMMUNICATION
The unit provides participants with the opportunity to make a detailed exploration of the literature on a particular topic or problem in the area of Integrated Marketing Communication
under the direction of a supervisor. The readings integrate and consolidate theory and research related to IMC and from other studies undertaken in the course. Students undertake a formal and systematic review of literature in a particular problem area of IMC related to their interests, project or thesis. Students may also explore work covered in other specialisations.

Prerequisites: AMN401

Antirequisites: CON416

Credit points: 12

Contact hours: Supervision only, Lecture in Week 1

Campus: Gardens Point

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

AMN405 CASES IN INTEGRATED MARKETING COMMUNICATION

This unit provides students with the opportunity to explore a range of topics related to the integration of the elements of the promotional mix-advertising, personal selling, reseller support, publicity, direct marketing, and sales promotion. Through the use of intensive case study analysis and discussion, students will refine conceptual understanding and analytical skills to explore such IMC topics as brand equity and IMC, IMC approaches to promotions management, organisational issues related to structuring corporate IMC functions, environmental analysis and database marketing to inform IMC planning, and IMC strategies and the development of corporate advantage.

Prerequisites: AMN401

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

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

Credit points: 12

Contact hours: 3 per week

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

AMN465 PUBLIC RELATIONS MANAGEMENT

This unit provides learners with an overview of the theory and research that constitute the foundations of public relation practice. The unit provides a detailed inspection of communication processes necessary for the management of organisational relationships with publics. The unit focuses on such topics as issues management, organisational change, public opinion, and mass media effects in order to explore the foundations of contemporary public relations management.

Antirequisites: CON415

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

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