**Master of Business (Marketing) - Advanced (BS17)**

**Year offered:** 2011  
**Admissions:** Yes  
**CRICOS code:** 059600M  
**Course duration (full-time):** 4 semesters  
**Course duration (part-time):** 8 semesters  
**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  
**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**

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.

The Master of Business - Advanced allows you to further your knowledge with the selection of four approved postgraduate option (elective) units.

**Course design**

Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved option (elective) units. Non-standardised course progression may result in unit selection difficulties. Students should contact the Graduate School of Business for course progression advice.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the previous five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business Advanced title page.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

**Early Exit**

Information on early exit options may be found on the Master of Business-Advanced title page.

**Abbreviation**

MBusAdv(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, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

**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](http://www.qut.edu.au/study/applying/english-language-requirements.jsp)

**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

**Marketing Unit Set**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMN442</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>AMN400</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>AMN401</td>
<td>Integrated Marketing Communication</td>
</tr>
<tr>
<td>AMN403</td>
<td>Marketing and Survey Research</td>
</tr>
<tr>
<td>AMN443</td>
<td>Product and Service Innovation</td>
</tr>
<tr>
<td>AMN444</td>
<td>Services Marketing</td>
</tr>
<tr>
<td>AMN445</td>
<td>Strategic Marketing Management</td>
</tr>
</tbody>
</table>

*PLUS 24 credit points from the BS17 Complementary Studies list*
### 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
- AMN431 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 Option (Elective) units

**Year 2, Semester 2**

EITHER:
1. 48cps from another Business stream
2. 48cp Dissertation

### Full-time, Semester 2 Entry

**Year 1, Semester 2**
- AMN447 Contemporary Issues in Marketing

Or
- AMN431 Marketing Internationally

**Year 3, Semester 1**

EITHER:
1. 48cps from another Business stream
2. 48cp Dissertation

### 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
- AMN431 Marketing Internationally

### Important Information:

* Conditions apply. Students wishing to undertake the Dissertation must seek advice early in their studies to confirm their eligibility and to ensure inclusion of preparatory units into their program.
### Year 3, Semester 1
- AMN443  Product and Service Innovation
- AMN444  Services Marketing

### Year 3, Semester 2
- AMN406  Project
  OR
  Two approved AMN Option (Elective) units

### Year 4, Semester 1 and 2
EITHER:
- (1) 48cps from another Business stream
- (2) 48cp Dissertation

Part-time, Semester 2 Entry

### Year 1, Semester 2
- AMN442  Marketing Management
- AMN403  Marketing and Survey Research

### Year 2, Semester 1
- AMN400  Consumer Behaviour
  One unit from Complementary Studies List

### Year 2, Semester 2
- AMN401  Integrated Marketing Communication
  One unit from Complementary Studies List

### Year 3, Semester 1
- AMN443  Product and Service Innovation
- AMN444  Services Marketing

### Year 3, Semester 2
- AMN445  Strategic Marketing Management
- AMN447  Contemporary Issues in Marketing
  OR
- AMN431  Marketing Internationally

### Year 4, Semester 1
- AMN406  Project
  OR
  Two approved AMN Option (Elective) units

### Year 4, Semester 2 and Year 5, Semester 1
EITHER:
- (1) 48cps from another Business stream

---

**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 points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and External  **Teaching period:** 2011 SEM-1 and 2011 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  **Equivalents:** AMX401  **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
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

**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 **Equivalents:** AMX431, IBN421

**Credit points:** 12 **Contact hours:** 3 **Campus:** Gardens Point **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMN442 SERVICES MARKETING**

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

**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 **Equivalents:** AMX443

**Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point **Teaching period:** 2011 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

**Equivalents:** AMX444

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

**Equivalents:** AMX445

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

**Equivalents:** AMX447

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