Master of Business (Integrated Marketing Communication) - Advanced (BS17)

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.

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(IMC)

Other majors
See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, International Business, Marketing, 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

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.

Integrated Marketing Communication Unit Set

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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
PLUS
EITHER  48 credit points from another business discipline
OR  Dissertation (48 credit points) *
* 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.

Full-time, Semester 1 Entry

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

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

Year 2, Semester 2
EITHER
(1) 48cps from another Business stream, OR
(2) 48cp Dissertation

Full-time, Semester 2 Entry

Year 1, Semester 2
AMN442  Marketing Management
AMN420  Advertising Management
AMN401  Integrated Marketing Communication
AMN400  Consumer Behaviour

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

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

Year 3, Semester 1
EITHER:
(1) 48cps from another Business stream; OR
(2) 48cp Dissertation

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
Potential Careers:
Account Executive, Marketing Officer/Manager, Public Relations Officer/Consultant.

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
SEM-1 and 2011 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  
**Equivalents:** AMX404  
**Credit points:** 12  
**Contact hours:** Supervision only. Lecture in Week 1  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 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  
**Equivalents:** AMX405  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**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

**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

**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  
**Equivalents:** AMX465  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and External  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2