Master of Business (Strategic Advertising) - 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
The strategic advertising major focuses on the management of the advertising function, including consumer behaviour, advertising management, creative strategy, media strategy, campaign planning and research. 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.

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.

Discipline area, and as approved by the Subject Area Coordinator, is required for the Graduate Diploma course.

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(SAA)

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 and Public Relations.

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.

Strategic Advertising Unit Set

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>AMN442</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>AMN403</td>
<td>Marketing and Survey Research</td>
</tr>
<tr>
<td></td>
<td>Two units from Complementary Studies List</td>
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<tr>
<td>AMN400</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>AMN420</td>
<td>Advertising Management</td>
</tr>
<tr>
<td>AMN421</td>
<td>Contemporary Issues in Advertising</td>
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</tbody>
</table>
AMN422 Media Strategy
KIP424 Advertising Creative: Introduction
AMN423 Strategies for Creative Advertising
OR
KIP426 Advertising Creative: Copywriting and Art Direction
PLUS:
AMN406 Project
OR
Two approved AMN or Creative Advertising option units

COMPLEMENTARY STUDIES
EITHER:
(1) 48cps from another Business stream
(2) 48 cp Dissertation*

* 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.

* Course Notes: Students have the option of undertaking either a 24cp Project or 24cps of electives from postgraduate units offered by the School of Advertising, Marketing & Public Relations or from the Creative Advertising stream offered by the Faculty of Creative Industries. Students interested in Creative Advertising units should refer to the Course Summary IX96 Master of Advertising (Creative Advertising).

Full-time, Semester 1

Year 1, Semester 1
AMN400 Consumer Behaviour
AMN420 Advertising Management
AMN403 Marketing and Survey Research
KIP424 Advertising Creative: Introduction

Year 1, Semester 2
AMN442 Marketing Management
AMN423 Strategies for Creative Advertising
OR
KIP426 Advertising Creative: Copywriting and Art Direction

Year 2, Semester 1
AMN421 Contemporary Issues in Advertising
One unit from Complementary Studies List

Year 2, Semester 2
AMN422 Media Strategy
One unit from Complementary Studies List
PLUS:
AMN406 Project
OR
Two approved AMN or Creative Advertising Option units

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

Part-time, Semester 1

Year 1, Semester 1
AMN400 Consumer Behaviour
AMN420 Advertising Management

Year 1, Semester 2
AMN403 Marketing and Survey Research
KIP424 Advertising Creative: Introduction

Year 2, Semester 1
AMN442 Marketing Management
AMN421 Contemporary Issues in Advertising

Year 2, Semester 2
AMN423 Strategies for Creative Advertising
Or
KIP426 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 units

Year 4, Semester 1
AMN442 Marketing Management
AMN421 Contemporary Issues in Advertising

Year 4, Semester 2 and Year 5, Semester 1
EITHER:
(1) 48cps from another Business Stream; OR
(2) 48cp Dissertation

Potential Careers:
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 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

**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

**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:** 2011 SEM-1 and 2011 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:** 2011 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:** 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

**KIP424 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:** KCP404, KCP360  **Credit points:** 12  
**Contact hours:** 3 per week  **Campus:** Kelvin Grove

### KIP426 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:** KIP424, KCP404, or KCP360 (can be enrolled in the same teaching period)  **Equivalents:** KCP406, KCP362  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove