Master of Business (Strategic Advertising) - Advanced (BS17)

Year offered: 2013
Admissions: Yes
CRICOS code: 059600M
Course duration (full-time): 2 years
Course duration (part-time): 4 years
Domestic Fees (indicative): 2013: $10,200 (indicative) per 48 credit points

Student Services and Amenities Fee
You'll need to pay the Student Services and Amenities Fee (SSAF) as part of your course costs. More information on the SSAF - http://www.student.qut.edu.au/fees-and-finances/study-costs/fee-schedule/table-1-student-services-and-amenities-fee

Start month: February, July
Deferment allowed: No
Total credit points: 192
Course coordinator: Enquiries to Business Student Services on 3138 2050 or email bus@qut.edu.au
Discipline coordinator: Mr Bill Proud
Campus: Gardens Point
Attendance: Part-time, Full-time

Additional Requirements:
An undergraduate degree or equivalent in any field with an overall minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale).

Course highlights
- Develop tradeable knowledge and strategic thinking to advance or change your career.
- Specialise in advertising, including understanding consumers, creative and media strategy, campaign planning and research.
- Extend your studies beyond a Master of Business, incorporating a thesis, further coursework, or a minor in another discipline.
- Study copywriting and art direction, consumer behaviour, media strategy, contemporary issues in advertising, marketing and survey research.
- Prepares you for a career as an advertising manager, advertising planner or researcher, media sales representative or copywriter.

Details:
The real world of advertising involves strategy, planning and creativity. If you are looking to freshen up your skills or move into advertising, QUT offers you a choice of programs with an opportunity to do both.

The strategic advertising major focuses on the management of the advertising function, including understanding consumers, creative and media strategy, campaign planning and research.

Career outcomes
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.

Careers in advertising agencies include account manager, creative manager, media buyer or in production roles.

Structures and Units
Recommended course combinations: Master of Business–Advanced
You can consider a business minor in marketing, public relations or integrated marketing communication as well as a minor in creative advertising from the Creative Industries Faculty.

Example course units
- Advertising Creative: Introduction
- Advertising Creative: Copywriting and Art Direction
- Consumer Behaviour
- Contemporary Issues in Advertising
- Media Strategy
- Marketing and Survey Research
- Strategies for Creative Advertising

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 School of Advertising, Marketing and Public Relations 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

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CRICOS No. 00213J ABN 83 791 724 622

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Queensland University of Technology
Brisbane Australia

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their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Strategic Advertising Unit Set

AMN442 Marketing Management
AMN403 Marketing and Survey Research
Two units from Complementary Studies List
AMN400 Consumer Behaviour
AMN420 Advertising Management
AMN421 Contemporary Issues in Advertising
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).

FOR 2012
* KIP424, KIP426, and KIP429 may count towards this study area if completed by mid 2012 or earlier.

* KIP424 will be recoded to KAP401 from July 2012. Please enrol in KIP424 if you wish to study this unit in the first half of 2012. Please enrol in KAP401 if you wish to study this unit in the second half of 2012.

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* KIP429 will be recoded to KAP403 from July 2012. Please enrol in KIP429 if you wish to study this unit in the first half of 2012. Please enrol in KAP403 if you wish to study this unit in the second half of 2012.

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
AMN421 Contemporary Issues in Advertising
One unit from Complementary Studies List

Year 2, Semester 1
AMN422 Media Strategy
One unit from Complementary Studies List
PLUS:
AMN406 Project
OR
Two approved AMN or Creative Advertising Option units

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

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Full-time, Semester 2

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<th>Year 1, Semester 2</th>
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<td>AMN400 Consumer Behaviour</td>
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<td>AMN420 Advertising Management</td>
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<td>AMN403 Marketing and Survey Research</td>
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<td>KIP424 Advertising Creative: Introduction</td>
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<td>AMN442 Marketing Management</td>
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<th>Year 3, Semester 1</th>
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<td>(2) 48cp Dissertation</td>
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**Part-time, Semester 1**

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<td>AMN400 Consumer Behaviour</td>
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<th>Year 1, Semester 2</th>
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<td>AMN403 Marketing and Survey Research</td>
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<td>KIP424 Advertising Creative: Introduction</td>
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<td>AMN422 Media Strategy</td>
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<td>AMN406 Project</td>
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Part-time, Semester 2

Year 1, Semester 2

AMN420 Advertising Management
AMN400 Consumer Behaviour

Year 2, Semester 1

KIP424 Advertising Creative: Introduction
AMN403 Marketing and Survey Research

Year 2, Semester 2

AMN442 Marketing Management
AMN421 Contemporary Issues in Advertising

Year 3, Semester 1

AMN422 Media Strategy
One unit from Complementary Studies List

Year 3, Semester 2

AMN423 Strategies for Creative Advertising
Or
KIP426 Advertising Creative: Copywriting and Art Direction
One unit from Complementary Studies List

Year 4, Semester 1

AMN406 Project
OR
Two approved AMN or Creative Advertising Option units

Year 4, Semester 2 and Year 5, Semester 1

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

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Potential Careers:
Advertising Professional.

UNIT SYNOPTSES

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: 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 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: 12

Contact hours: 2-6 per week

Campus: Kelvin Grove

Teaching period: 2013 SEM-1

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: 2013 SEM-1 and 2013 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.

Antirequisites: AMN420

Con 405

Equivalents: AMX421

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2013 SEM-1 and 2013 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: CON419

Equivalents: AMX423

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2013 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: 2013 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: 2013 SEM-1 and 2013 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.

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Equivalents: KCP404, KCP360

Credit points: 12

Contact hours: 3 per week

Campus: Kelvin Grove

Teaching period: 2012 SEM-1
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.

* KIP426 will be recoded to KAP402 from July 2012. Please enrol in KIP426 if you wish to study this unit in the first half of 2012. Please enrol in KAP402 if you wish to study this unit in the second half of 2012.

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  
Teaching period: 2012 SEM-1