Master of Business (Integrated Marketing Communication) - 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

An undergraduate degree or equivalent with a 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
- Further your studies beyond a Master of Business, incorporating a thesis, coursework, or a minor in another discipline
- Develop knowledge of strategic integration of public relations, advertising, promotion, direct marketing and personal selling
- Study advertising management, consumer behaviour, marketing management, public relations management and survey research
- Prepares you for a career in consultancies, government or private sector organisations, working in publicity, event management, brand management, advertising or direct marketing.

Details:
If you are interested in advertising, promotions or communications, you should consider an Integrated Marketing Communication (IMC) major.

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 the rapid changes in economic conditions within which organisations operate.

As a graduate you will have the necessary skills and knowledge to make a decision on planning, research and execution of IMC programs to address real business needs.

Career outcomes
You will have the opportunity to take a contemporary qualification into the marketplace. 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, product launches and brand management. Agency positions for graduates include account managers in advertising, direct, digital and e-marketing as well as media roles. Company positions for graduates often include advertising, direct marketing and product management. 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.

Structures and Units

Example course units
- Advertising Management
- Cases in Integrated Marketing Communication
- Consumer Behaviour
- Integrated Marketing Communication
- Marketing Management
- Marketing and Survey Research
- Public Relations Management
- Project
- Readings in Integrated Marketing Communication

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.
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.

Integrated Marketing Communication Unit Set

| AMN465  | Public Relations Management |
| AMN420  | Advertising Management |
| OR      | 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      | Marketing Management |
| PLUS    | EITHER 48 credit points from another business discipline |
| OR      | Dissertation (48 credit points) * |
| OR      | * 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 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

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

EITHER:

(1) 48cps from another Business stream; OR

(2) 48cp Dissertation

Full-time, Semester 2 Entry

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

Year 3, Semester 1

| AMN405  | Cases in Integrated Marketing Communication |
| AMN406  | Project |
| One unit from Complementary Studies List |

Year 1, Semester 1

| AMN400  | Consumer Behaviour |

Part-time, Semester 1 Entry

| Year 1, Semester 1 |
| AMN400  | Consumer Behaviour |
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: 2013 SEM-1 and 2013 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: 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

**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:** 2013 SEM-1, 2013 SEM-2 and 2013 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:** 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:** 24  
**Contact hours:** 2-6 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 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.  
**Prerequisites:** CON417  
**Equivalents:** AMX420  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 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.  
**Prerequisites:** 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

**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:** 2013 SEM-1 and 2013 SEM-2