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-i-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 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.
- Study contemporary issues in marketing, international marketing, survey research, product and service innovation, and strategic marketing management.
- Further your studies beyond a Master of Business, incorporating a thesis, coursework, or a minor in another discipline.
- Develop marketing management skills with a practical focus on domestic and international industries.
- Prepares you for a career as a business development manager, brand or product manager, marketing consultant or marketing manager.

Details:
These courses are designed for marketing practitioners to freshen or further their skills, or for those seeking a career change to this field.
You will develop marketing management skills as they apply to a business with a practical focus on the identification of 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.

Career outcomes
Marketing professionals are involved in the promotion and/or sales of an organisation’s goods or services. This includes the marketing of existing product lines, the development of new products to fulfil consumer needs, or the development of new markets for new or existing products.
Marketing is a vital component of businesses in all industries, as well as in government and nonprofit organisations. This course can lead to strategic roles such as business development managers, brand or product managers, marketing consultants or marketing managers.

Example course units
- Contemporary Issues in Marketing
- Integrated Marketing Communication
- Marketing Internationally
- Marketing and Survey Research
- Product and Service Innovation
- Services Marketing
- Strategic Marketing Management

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.

Marketing Unit Set

Marketing Unit Set
AMN442  Marketing Management
AMN400  Consumer Behaviour

PLUS 24 credit points from the BS17 Complementary Studies list*

AMN401  Integrated Marketing Communication
AMN403  Marketing and Survey Research
AMN443  Product and Service Innovation
AMN444  Services Marketing
AMN445  Strategic Marketing Management
AMN447  Contemporary Issues in Marketing
AMN406  Project

EITHER:
(1) 48cps from another business discipline; OR
(2) 48 cp Dissertation*

**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.

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**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

Or
AMN431  Marketing Internationally

Plus:
AMN406  Project

Or

Two approved AMN Option (Elective) units

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**Year 2, Semester 2**

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

**Year 2, Semester 1**
AMN445  Strategic Marketing Management
AMN447  Contemporary Issues in Marketing

Or
AMN431  Marketing Internationally

Plus:
AMN406  Project

Or

Two approved AMN Option (Elective) units

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**Year 3, Semester 1**

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

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**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
### UNIT SYNOPSISES

#### 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

**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

**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:** 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.

**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

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