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

Year offered: 2010
Admissions: Yes
CRICOS code: 059600M
Course duration (full-time): 4 semesters
Course duration (part-time): 8 semesters
Domestic fees (indicative): 2010: Full fee tuition $9,500 (indicative) per semester
International Fees (indicative): 2010: Full fee tuition $11,000 (indicative) per semester
Domestic Entry: February and July
International Entry: February and July
Course coordinator: Dr Amanda Gudmundsson
Discipline coordinator: Mr Bill Proud
Campus: Gardens Point

Overview
The Master of Business - Advanced allows you to further your knowledge with the selection of four approved postgraduate elective units.

Course design
Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved elective units. Non-standardised course progression may result in unit selection difficulties. Students should contact the Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of 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 last 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 overview.

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.

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, Public Relations and Strategic Advertising.

Entry requirements (domestic and international students)
An undergraduate degree or equivalent in any field with an overall minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale).

English language requirements (international students)
In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

International students who do not meet the above English proficiency entry level may be offered an alternate entry option if they demonstrate an English language proficiency level not lower than the following:

- IELTS: overall band score of 6.0 with no sub-band below 5.0; or
- TOEFL: 550 (paper-based) or 213 (computerised) (if TOEFL permitted by visa requirements).

This entry option requires students to successfully complete two Business English units (totalling 24 credit points) in their first semester, as well as 24 credit points in the Faculty of Business Masters course. Successful completion of the Business English units (minimum grade of 4.0 of a 7-point scale) will count as electives (totalling 24 credit points) in the relevant course.

Strategic Advertising Unit Set

Published on: 16 May 2011
Page 1/7
### AMN442  Marketing Management
### AMN403  Marketing and Survey Research
### AMN400  Consumer Behaviour
### AMN420  Advertising Management
### AMN421  Contemporary Issues in Advertising
### AMN422  Media Strategy
### KIP424  Advertising Creative: Introduction
### AMN423  Strategies for Creative Advertising
### AMN442  Marketing Management
### AMN403  Marketing and Survey Research
### Year 1, Semester 2
### AMN442  Marketing Management
### AMN442  Media Strategy
### AMN420  Advertising Management
### AMN421  Contemporary Issues in Advertising
### AMN422  Media Strategy
### AMN423  Strategies for Creative Advertising
### AMN424  Advertising Creative: Introduction
### AMN425  Advertising Creative: Copywriting and Art Direction
### AMN406  Project
### Year 2, Semester 1
### AMN400  Consumer Behaviour
### AMN420  Advertising Management
### AMN403  Marketing and Survey Research
### KIP424  Advertising Creative: Introduction
### Year 2, Semester 2
### AMN442  Marketing Management
### AMN422  Media Strategy
### AMN421  Contemporary Issues in Advertising
### AMN422  Media Strategy
### AMN423  Strategies for Creative Advertising
### AMN426  Advertising Creative: Copywriting and Art Direction
### Year 2, Semester 2
### 48 Credit Points from either:
1. A 48cp minor from another Business Stream
2. 48cp Dissertation

### COMPLEMENTARY STUDIES
48 Credit Points from either:
1. A 48cp minor from another Business stream
2. 48 cp Dissertation

Course Notes: Students have the option of undertaking either a 24cp Project unit or 24cp 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 Sheet for IX96 Master of Advertising (Creative Advertising). Go to [http://www.studentservices.qut.edu.au/info/css/ix96.asp](http://www.studentservices.qut.edu.au/info/css/ix96.asp)
### Elective units

#### Year 3, Semester 1

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<td>(1) A 48cp minor from another Business Stream</td>
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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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<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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<td>AMN421 Contemporary Issues in Advertising</td>
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<td>KIP426 Advertising Creative: Copywriting and Art Direction</td>
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<th>Year 3, Semester 1</th>
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<td>AMN422 Media Strategy</td>
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<td>One unit from Complementary Studies List</td>
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<td>AMN406 Project</td>
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<td>Two approved AMN or Creative Advertising Elective units</td>
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<td>Credit Points from either:</td>
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<td>(1) A 48cp minor from another Business Stream</td>
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<td>(2) 48cp Dissertation</td>
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#### Part-time, Semester 2

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<th>Year 1, Semester 2</th>
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### Full Time, Semester 1 (for continuing students only)

**Year 1, Semester 1**
- AMN400 Consumer Behaviour
- AMN420 Advertising Management
- AMN421 Contemporary Issues in Advertising
- KIP424 Advertising Creative: Introduction

**Year 2, Semester 1**
- AMN422 Media Strategy
- One unit from Foundation Studies List
- Plus:
- AMN423 Strategies for Creative Advertising
- Or
- KIP426 Advertising Creative: Copywriting and Art Direction

**Year 2, Semester 2**
- AMN423 Strategies for Creative Advertising
- Or
- KIP426 Advertising Creative: Copywriting and Art Direction
- Plus:
- AMN406 Project
- Or
- Two approved AMN or Creative Advertising Elective units

### Full Time, Semester 2 (for continuing students only)

**Year 1, Semester 2**
- AMN400 Consumer Behaviour
- AMN420 Advertising Management
- AMN421 Contemporary Issues in Advertising
- KIP424 Advertising Creative: Introduction

**Year 2, Semester 2**
- AMN442 Marketing Management
- AMN422 Media Strategy
- AMN403 Marketing and Survey Research
- One unit from Foundation Studies List

**Year 3, Semester 1**
- 48 Credit Points from either:
  - (1) 48cp from another Business Stream
  - (2) 48cp Dissertation

### Part Time, Semester 1 (for continuing students only)

**Year 1, Semester 1**
- AMN400 Consumer Behaviour
- AMN420 Advertising Management

**Year 2, Semester 1**
- AMN422 Media Strategy
- One unit from Foundation Studies List
- Plus:
- AMN423 Strategies for Creative Advertising
- Or
- KIP426 Advertising Creative: Copywriting and Art Direction

**Year 2, Semester 2**
- 48 Credit Points from either:
  - (1) 48cp from another Business Stream
  - (2) 48cp Dissertation
### Year 1, Semester 2
- **AMN421** Contemporary Issues in Advertising
- **KIP424** Advertising Creative: Introduction

### Year 2, Semester 1
- **AMN442** Marketing Management
- **AMN403** Marketing and Survey Research

### Year 2, Semester 2
- **AMN423** Strategies for Creative Advertising
  - Or
  - **KIP426** Advertising Creative: Copywriting and Art Direction
    - One unit from Foundation Studies List

### Year 3, Semester 1
- **AMN422** Media Strategy
  - One unit from Foundation Studies List

### Year 3, Semester 2
- **AMN406** Project
  - Or
  - Two approved AMN or Creative Advertising Elective units

### Year 4, Semester 1 and 2
- 48 Credit Points from either:
  1. 48cp from another Business Stream
  2. 48cp Dissertation

### Potential Careers:
- Advertising Professional.

## 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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 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: 96 credit points of approved prior studies in Advertising, Marketing and Public Relations units (AMN% units)  Antirequisites: CON405  Credit points: 24  Contact hours: 2-6 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 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  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 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  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 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  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 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  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 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  Teaching period: 2010 SEM-1 and 2010 SEM-2

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  
**Teaching period:**  
2010 SEM-2