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

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
AMN421  Contemporary Issues in Advertising
One unit from Complementary Studies List

**Year 2, Semester 1**

AMN442  Marketing Management
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 Elective units

**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) 48cp 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/ if.jsp

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**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

**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
One unit from Complementary Studies List

**Year 2, Semester 2**

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 2**

AMN406  Project
Or
Two approved AMN or Creative Advertising Elective units

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**Full-time, Semester 2**

**Year 1, Semester 2**

AMN400  Consumer Behaviour
AMN420  Advertising Management
AMN403  Marketing and Survey Research
KIP424  Advertising Creative: Introduction

**Year 2, Semester 1**

AMN442  Marketing Management
AMN422  Media Strategy
AMN421  Contemporary Issues in Advertising
One unit from Complementary Studies List

**Year 2, Semester 2**

AMN423  Strategies for Creative Advertising
Or
KIP426  Advertising Creative: Copywriting and Art Direction
One unit from Complementary Studies List
Plus:
AMN406  Project
Or
Two approved AMN or Creative Advertising Elective units
Elective units

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

Part-time, Semester 1

Year 1, Semester 2
AMN400 Consumer Behaviour
AMN420 Advertising Management

Year 1, Semester 3
AMN403 Marketing and Survey Research
KIP424 Advertising Creative: Introduction

Year 2, Semester 1
AMN420 Advertising Management
AMN400 Consumer Behaviour

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

Year 3, Semester 1
AMN421 Contemporary Issues in Advertising
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 Elective units

Year 4, Semester 2 and Year 5, Semester 1
48 Credit Points from either:
(1) A 48cp minor from another Business Stream
(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...
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: MIN418 Antirequisites: AMN403
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 Antirequisites: AMN421
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 Antirequisites: AMN440
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