Master of Business (Public Relations) - 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
If you are interested in advertising, promotions or communications, you should consider an Integrated Marketing Communication (IMC) major. Studies in IMC will provide you with a systematic and comprehensive understanding of the theory and research integration of marketing communication.

The course focuses on refinement of analytical skills and knowledge required for decision making in the areas of advertising, marketing and public relations. 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 rapid changes in economic conditions within which organisations operate.

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(IMC)

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 with a 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).

Public Relations Unit Set

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMN465</td>
<td>Public Relations Management</td>
</tr>
<tr>
<td>AMN403</td>
<td>Marketing and Survey Research</td>
</tr>
</tbody>
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Overview
If you are interested in advertising, promotions or communications, you should consider an Integrated Marketing Communication (IMC) major. Studies in IMC will provide you with a systematic and comprehensive understanding of the theory and research integration of marketing communication.
Two units from Complementary Studies List

AMN460 Corporate and Investor Relations
AMN461 Corporate Media Strategy and Tactics
AMN462 Community Consultation and Engagement
AMN467 Public Relations Campaigns
AMN468 Issues and Crisis Management

Plus:
AMN406 Project

and one elective unit

OR

Three approved AMN Elective units

COMPLEMENTARY STUDIES

48 Credit Points from either:
(1) A 48cp minor from another Business stream

(2) 48 cp Dissertation

### Full Time, Semester 1

**Year 1, Semester 1**

AMN465 Public Relations Management
AMN461 Corporate Media Strategy and Tactics
AMN468 Issues and Crisis Management

One unit from Foundation Studies List

**Year 1, Semester 2**

AMN460 Corporate and Investor Relations
AMN462 Community Consultation and Engagement
AMN467 Public Relations Campaigns
AMN403 Marketing and Survey Research

**Year 2, Semester 1**

One unit from Foundation Studies List

One approved AMN Elective unit

Plus:
AMN406 Project

Or

Two approved AMN Elective units

**Year 2, Semester 2**

48 Credit Points from either:
(1) A 48cp minor from another Business stream

(2) 48 cp Dissertation

### Full Time, Semester 2

**Year 1, Semester 2**

AMN465 Public Relations Management
AMN461 Corporate Media Strategy and Tactics
AMN460 Corporate and Investor Relations

One unit from Foundation Studies List

**Year 2, Semester 1**

AMN468 Issues and Crisis Management
AMN403 Marketing and Survey Research

One unit from Foundation Studies List

One approved AMN Elective unit

**Year 2, Semester 2**

AMN462 Community Consultation and Engagement
AMN467 Public Relations Campaigns

Plus:
AMN406 Project

Or

Two approved AMN Elective units

**Year 3, Semester 1**

48 Credit Points from either:
(1) A 48cp minor from another Business stream

(2) 48 cp Dissertation

### Part Time, Semester 1

**Year 1, Semester 1**

AMN461 Corporate Media Strategy and Tactics
AMN465 Public Relations Management

**Year 1, Semester 2**

AMN462 Community Consultation and Engagement

One unit from Foundation Studies List

**Year 2, Semester 1**

AMN403 Marketing and Survey Research

One unit from Foundation Studies List

**Year 2, Semester 2**

AMN460 Corporate and Investor Relations
AMN467 Public Relations Campaigns
Public Relations Unit Set (PBQ) (for continuing students only)

Part A - 48 credit points
- AMN465 Public Relations Management
- AMN403 Marketing and Survey Research
  Two units from Foundation Studies List

Part B - 96 credit points
- AMN460 Corporate and Investor Relations
- AMN461 Corporate Media Strategy and Tactics
- AMN462 Community Consultation and Engagement
- AMN467 Public Relations Campaigns
- AMN468 Issues and Crisis Management
  Plus:
  AMN406 Project
  and one elective unit
  or
  Three approved AMN Elective units

Part C - 48 credit points
- 48 Credit Points from either:
  (1) 48cp from another Business stream
  (2) 48 cp Dissertation

Important Information
Please note: Continuing students in this major are not permitted to enrol in “external” offerings of any of these units.

Full Time, Semester 1 (for continuing students only)

Year 1, Semester 1
- AMN465 Public Relations Management
- AMN461 Corporate Media Strategy and Tactics
- AMN468 Issues and Crisis Management
  One unit from Foundation Studies List

Year 1, Semester 2
- AMN465 Public Relations Management
- AMN460 Corporate and Investor Relations
  One unit from Foundation Studies List

Year 2, Semester 1
- AMN462 Community Consultation and Engagement
- AMN467 Public Relations Campaigns

Year 2, Semester 2
- AMN468 Issues and Crisis Management
  One approved AMN Elective unit

Year 3, Semester 1
- AMN465 Public Relations Management
- AMN461 Corporate Media Strategy and Tactics
- AMN468 Issues and Crisis Management
  One unit from Foundation Studies List

Year 3, Semester 2
- AMN460 Corporate and Investor Relations
  One unit from Foundation Studies List

Year 4, Semester 1
- AMN406 Project
  or
  Two approved AMN 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
One approved AMN Elective unit

Plus:
AMN406 Project
Or
Two approved AMN Elective units

Year 2, Semester 2
48 Credit Points from either:
(1) 48cp from another Business stream
(2) 48cp Dissertation

Full Time, Semester 2 (for continuing students only)

Year 1, Semester 2
AMN465 Public Relations Management
AMN461 Corporate Media Strategy and Tactics
AMN460 Corporate and Investor Relations
One unit from Foundation Studies List

Year 2, Semester 1
AMN468 Issues and Crisis Management
AMN403 Marketing and Survey Research
One unit from Foundation Studies List
One approved AMN Elective unit

Year 2, Semester 2
AMN462 Community Consultation and Engagement
AMN467 Public Relations Campaigns
Plus:
AMN406 Project
Or
Two approved AMN Elective units

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

Part Time, Semester 2 (for continuing students only)

Year 1, Semester 2
AMN461 Corporate Media Strategy and Tactics
AMN465 Public Relations Management

Year 2, Semester 1
AMN468 Issues and Crisis Management
One unit from Foundation Studies List

Year 2, Semester 2
AMN460 Corporate and Investor Relations
One unit from Foundation Studies List

Year 3, Semester 1
AMN403 Marketing and Survey Research
One approved AMN Elective unit

Year 3, Semester 2
AMN462 Community Consultation and Engagement
AMN467 Public Relations Campaigns

Year 4, Semester 1
48 Credit Points from either:
(1) 48cp from another Business stream
(2) 48cp Dissertation

Published on: 16 May 2011
AMN406 Project
Or
Two approved AMN Elective units

Year 4, Semester 2 and Year 5, Semester 1

48 Credit Points from either:
1) 48cp from another Business stream
2) 48cp Dissertation

Potential Careers:
Public Relations Officer/Consultant.

UNIT SYNOPSES

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

AMN460 CORPORATE AND INVESTOR RELATIONS
This unit reviews all aspects of the public relations function in communicating with corporate audiences. Specific focus is placed on how corporate entities meet both regulatory and promotional requirements in communicating with special interest groups including shareholders and employees. Suitable communication tools are examined for use in ongoing communication programs.

Antirequisites: CON409 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

AMN461 CORPORATE MEDIA STRATEGY AND TACTICS
This unit examines theories underpinning mass media and links these with the practice of public relations media tactics. Students analyse techniques and skills used in liaison with electronic media, print media, trade media and news media. Producing and evaluating communication materials such as news releases, features and media kits forms an important part of this unit. Students develop strategic thinking through analysis of contemporary media case studies.

Antirequisites: CON424 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN462 COMMUNITY CONSULTATION AND ENGAGEMENT
This unit introduces students to key engagement strategies of community information, consultation and participation. The unit develops student understanding of the theoretical foundations of engagement strategies and provides the skills and knowledge for students to analyse community engagement needs and establish engagement programs. Ethical practice is a key organising framework for this unit.

Credit points: 12 Contact hours: 3 Campus: Gardens Point Teaching period: 2010 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 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN467 PUBLIC RELATIONS CAMPAIGNS
This unit provides a systematic exploration of the planning, management and evaluation of public relations campaigns and programs. The primary goal of the unit is to build a detailed understanding of existing theory and research that informs the development and evaluation of public relations.
campaigns. The unit focuses on key problem areas of campaign management including strategy, design and evaluation.  
Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2010 SEM-2

AMN468 ISSUES AND CRISIS MANAGEMENT
This unit examines the strategic management of crisis communication including for organisations. A strategic planning approach will be covered including organisation analysis, issues identification, audience prioritisation, strategy formulation, tactical planning and implementation and evaluation. Pre-crisis issues in management will be addressed as well as proactive and defensive communication strategies during crisis. The unit will demonstrate the application of general communication tools to a specialised area.  
Antirequisites: CON408    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2010 SEM-1