Master of Business (Integrated Marketing Communication) - 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).

Integrated Marketing Communication Unit Set
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AMN465 Public Relations Management
AMN420 Advertising Management
OR
AMN442 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
AMN442 Marketing Management
Additional Complementary Studies units:

EITHER 48 credit points from another business discipline
OR Dissertation (48 credit points) *

* Students wishing to enrol in the Dissertation must firstly complete BSN502 and BSN412

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
48 Credit Points from either:

(1) A 48cp minor from another Business stream
(2) 48cp Dissertation

Part-time, Semester 1 Entry

Year 1, Semester 1
AMN400 Consumer Behaviour
AMN401 Integrated Marketing Communication

Year 1, Semester 2
AMN442 Marketing Management
AMN420 Advertising Management

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 1
AMN403 Marketing and Survey Research
One unit from Complementary Studies List
### Year 2, Semester 2

- AMN404 Readings in Integrated Marketing Communication
- One unit from Complementary Studies List

### Year 3, Semester 1

- AMN465 Public Relations Management
- AMN405 Cases in Integrated Marketing Communication

### Year 3, Semester 2

- AMN406 Project

### Year 4, Semester 1 and 2

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

### Part-time, Semester 2 Entry

- Year 1, Semester 2
  - AMN400 Consumer Behaviour
  - AMN401 Integrated Marketing Communication

- Year 2, Semester 1
  - AMN442 Marketing Management
  - AMN420 Advertising Management

- Year 2, Semester 2
  - AMN403 Marketing and Survey Research
    - One unit from Complementary Studies List

- Year 3, Semester 1
  - AMN404 Readings in Integrated Marketing Communication
    - One unit from Complementary Studies List

- Year 3, Semester 2
  - AMN405 Cases in Integrated Marketing Communication
  - AMN465 Public Relations Management

- Year 4, Semester 1
  - AMN406 Project

- Year 4, Semester 2 and Year 5, Semester 1
  - 48 Credit Points from either:
    1. A 48cp minor from another Business stream
    2. 48 cp Dissertation

### Full Time, Semester 1 Entry (for continuing students only)

- 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
  - AMN405 Cases in Integrated Marketing Communication
  - AMN465 Public Relations Management
    - One unit from Foundation Studies List

- Year 2, Semester 1
  - AMN405 Cases in Integrated Marketing Communication
  - AMN406 Project
    - One unit from Foundation Studies List

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

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

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 Foundation Studies List

Year 2, Semester 2
AMN405  Cases in Integrated Marketing Communication
AMN406  Project
One unit from Foundation Studies List

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

Year 3, Semester 2
AMN406  Project

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

Part Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2
AMN400  Consumer Behaviour
AMN401  Integrated Marketing Communication

Year 2, Semester 1
AMN442  Marketing Management
AMN420  Advertising Management

Year 2, Semester 2
AMN403  Marketing and Survey Research
One unit from Foundation Studies List

Year 3, Semester 1
AMN404  Readings in Integrated Marketing Communication
One unit from Foundation Studies List

Year 3, Semester 2
AMN405  Cases in Integrated Marketing Communication
AMN465  Public Relations Management

Year 4, Semester 1
AMN406  Project

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

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  Credit points: 12  Contact hours: Supervision only, Lecture in Week 1  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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  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

**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

**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