Master of Business (Marketing) - 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
This course is designed for marketing practitioners to freshen or further their skills, or those seeking a career change to this field you will develop marketing management skills as they apply to a business or corporation with practical focus on the identification of forecast 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.

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(Marketing)

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).

Marketing Unit Set

<table>
<thead>
<tr>
<th>Marketing Unit</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMN442</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>AMN400</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>AMN401</td>
<td>Integrated Marketing Communication</td>
</tr>
<tr>
<td>AMN403</td>
<td>Marketing and Survey Research</td>
</tr>
<tr>
<td>AMN443</td>
<td>Product and Service Innovation</td>
</tr>
<tr>
<td>AMN444</td>
<td>Services Marketing</td>
</tr>
</tbody>
</table>

---

CRICOS No 00213J ABN 83 791 724 622

Published on: 16 May 2011
Page 1/5
AMN445  Strategic Marketing Management
AMN447  Contemporary Issues in Marketing
AMN406  Project

COMPLEMENTARY STUDIES
48 Credit Points from either:
(1) 48cp from another business discipline; OR
(2) 48 cp Dissertation

Important Information:
NOTE: Students wishing to enrol in a 48 credit point Dissertation must complete BSN502, and either BSN412 and/or BSN414 prior to enrolment in the Dissertation.

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
IBN421  Marketing Internationally
AMN445  Strategic Marketing Management
AMN401  Integrated Marketing Communication

One unit from Complementary Studies List

Year 2, Semester 1
AMN444  Services Marketing
AMN443  Product and Service Innovation

Plus:
AMN406  Project
Or
Two approved AMN Elective units

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

Full-time, Semester 2 Entry

Year 1, Semester 2
AMN400  Consumer Behaviour
AMN442  Marketing Management
AMN403  Marketing and Survey Research

One unit from Complementary Studies List

Year 2, Semester 1
AMN401  Integrated Marketing Communication
AMN443  Product and Service Innovation
AMN444  Services Marketing

One unit from Complementary Studies List

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

Or
IBN421  Marketing Internationally

Plus:
AMN406  Project
Or
Two approved AMN Elective units

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

Year 2, Semester 1
AMN401  Integrated Marketing Communication

One unit from Complementary Studies List

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

AMN404 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

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

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

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

IBN421 MARKETING INTERNATIONALLY
From 2010, this unit has been recoded, please see AMN431

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

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point