Graduate Certificate in Business (Integrated Marketing Communication) - Online Delivery Only (BS39)

Year offered: 2011
Admissions: Yes
CRICOS code: 031769E
Course duration (full-time): 1 semesters (6 months)
Course duration (part-time): 2 semesters (1 year)
International Fees (indicative): 2011: Full fee tuition $11,800 (indicative) per semester
Domestic Entry: February and July
Total credit points: 48
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Enquiries to Business Student Services on 3138 2050 or email bus@qut.edu.au
Discipline coordinator: Mr Bill Proud
Campus: Internet

Overview
The Graduate Certificate in Business is effectively one-third of the Master of Business program. Graduate Certificate in Business (Integrated Marketing Communication) students will undertake 48 specified credit points (4 units) in your chosen discipline.

Course Design
Students are required to complete 48 credit points (4 units). The course is only available part-time only (2 semesters).

Abbreviation
GradCertBus(Study Area A)

Other Majors
See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication (internal delivery), Interdisciplinary, International Business, Marketing, Philanthropy and Nonprofit Studies, Public Relations or Research Studies.

Entry requirements
For all specialisations except Applied Finance the entry requirements are an undergraduate degree in any field or equivalent with an overall minimum GPA of 4 (on a 7-point scale).

Special Entry
Applicants who have an undergraduate degree with a GPA below 4.0, may be considered for special entry following the approval of the Discipline Coordinator. Such applicants may be required to attend a selection interview and present a portfolio of work.

Articulation
With approval of the relevant Discipline Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to a related Master of Business course, depending on the major undertaken. Students must meet the entry requirements and/or prerequisites for further study. Students completing the Graduate Certificate in Business (Integrated Marketing Communication) may articulate to the:

- BS16 Master of Business (Integrated Marketing Communication);
- BS16 Master of Business (Public Relations);
- BS16 Master of Business (Marketing).

English language requirements
In addition to the above academic entry requirements, standard English language requirements apply. See the details for ‘all degrees’ at: http://www.qut.edu.au/study/applying/english-language-requirements.jsp

Course Structure

Integrated Marketing Communication - Online Unit Set

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<td>AMN401</td>
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<td>AMN442</td>
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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    Equivalents: AMX400    Credit points: 12    Contact hours: 3 per week    Campus:
Gardens Point and External   Teaching period: 2011 SEM-1 and 2011 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   Equivalents: AMX401   Credit points: 12   Contact hours: 3 per week   Campus: Gardens Point and External   Teaching period: 2011 SEM-1 and 2011 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   Equivalents: AMX442   Credit points: 12   Contact hours: 3 per week   Campus: Gardens Point and External   Teaching period: 2011 SEM-1 and 2011 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   Equivalents: AMX465   Credit points: 12   Contact hours: 3 per week   Campus: Gardens Point and External   Teaching period: 2011 SEM-1 and 2011 SEM-2