Graduate Certificate in Business (Integrated Marketing Communication) (BS39)

Year offered: 2013
Admissions: Yes
CRICOS code: 031769E
Course duration (full-time): 6 months
Course duration (part-time): 1 year
Domestic Fees (indicative): 2013: $10,200 (indicative) per 48 credit points

Student Services and Amenities Fee
You'll need to pay the Student Services and Amenities Fee (SSAF) as part of your course costs. More information on the SSAF - http://www.student.qut.edu.au/fees-and-finances/study-costs/fee-schedule/table-1-student-services-and-amenities-fee

Start month: February, July
Deferment allowed: No
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: Gardens Point
External delivery: Online
Attendance: Part-time, Full-time
Additional Requirements:

For the Graduate Certificate in Business (Integrated Marketing Communication) the entry requirements are an undergraduate degree in any field or equivalent with an overall minimum GPA of 4 (on a 7-point scale).

Course highlights:
- Choose a multidisciplinary specialisation, which allows you to select from any discipline area to suit your personal requirements.
- Opportunities to progress on to the Master of Business.
- Complete in 1 semester full-time or 2 semesters part-time.

Details:
The specialisations you can choose in the Graduate Certificate in Business offer a targeted group of units to broaden your knowledge in your selected business discipline.

The Graduate Certificate in Business is an excellent re-introduction to tertiary learning and an opportunity to update skills or, as one-third of the Master of Business program, a pathway to higher level study.

Structures and Units
Students are required to complete 48 credit points (4 units). The course can be undertaken either full-time (1 semester) or part-time (2 semesters).

Course Structure

Integrated Marketing Communication
Students are required to complete 4 units (48 credit points) from the following:

- AMN400 Consumer Behaviour
- AMN401 Integrated Marketing Communication
- Plus any two of the following units:
  - AMN420 Advertising Management
  - AMN442 Marketing Management
  - AMN465 Public Relations Management

Potential Careers:
Marketing Officer/Manager.

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: 2013 SEM-1 and 2013 SEM-2
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:** 2013 SEM-1 and 2013 SEM-2

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   **Equivalents:** AMX420   **Credit points:** 12   **Contact hours:** 3 per week   **Campus:** Gardens Point   **Teaching period:** 2013 SEM-1 and 2013 SEM-2

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:** 2013 SEM-1 and 2013 SEM-2

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:** 2013 SEM-1 and 2013 SEM-2