Graduate Certificate in Business (Marketing) (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 Marketing specialisation 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 reintroduction 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

Marketing

Students are required to complete the following 4 units (48 credit points):

- AMN400 Consumer Behaviour
- AMN403 Marketing and Survey Research
- AMN442 Marketing Management
  
  One unit from the Advertising, Marketing and Public Relations Unit Options

Course structure

Marketing - Online Unit Set

- AMN400 Consumer Behaviour
- AMN403 Marketing and Survey Research
- AMN442 Marketing Management
- AMN460 Corporate and Investor Relations
- AMN462 Community Consultation and Engagement
- AMN467 Public Relations Campaigns

Potential Careers:
Marketing Officer/Manager.

UNIT SYNOPSISES

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

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  
**Equivalents:** AMX403  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and External  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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

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**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  
**Equivalents:** AMX460  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and External  
**Teaching period:** 2013 SEM-2

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**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.

**Equivalents:** AMX462  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and External  
**Teaching period:** 2013 SEM-2

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**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.

**Equivalents:** AMX467  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and External  
**Teaching period:** 2013 SEM-2