Bachelor of Business (Advertising) (BS56)

Year offered: 2010
Admissions: No
Domestic fees (indicative): 2009: CSP $4,339 (indicative)
per semester
International Fees (indicative): 2009: $9,750 (indicative)
per semester
Domestic Entry: February and July* (*Gardens Point only)
International Entry: February, July and November* (*conditions apply) (International students can only study at Gardens Point)
QTAC code: 413021
Past rank cut-off: 76
Past OP cut-off: 12
Assumed knowledge: English (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 288
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr Erica French, Director of Undergraduate Studies
Discipline coordinator: Dr Gayle Kerr
Campus: Gardens Point

Full-Time Course Structure

Year 1, Semester 1
BSB119 Global Business
BSB123 Data Analysis
BSB124 Working in Business
BSB126 Marketing

Year 1, Semester 2
AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice
BSB115 Management
  Double Major/Extended Major/Specialisation unit

Year 2, Semester 1
AMB319 Media Planning
BSB110 Accounting
  Double Major/Extended Major/Specialisation unit
  Double Major/Extended Major/Specialisation unit

Year 2, Semester 2
AMB320 Advertising Management
  Double Major/Extended Major/Specialisation unit
  Elective unit
  Elective unit

Year 3, Semester 1
AMB339 Advertising Campaigns
  Double Major/Extended Major/Specialisation unit
  Elective unit
  Elective unit

Year 3, Semester 2
AMB318 Advertising Copywriting
BSB111 Business Law and Ethics
BSB113 Economics
  Double Major/Extended Major/Specialisation unit

Part-Time Course Structure

Year 1, Semester 1
BSB123 Data Analysis
BSB126 Marketing

Year 1, Semester 2
BSB124 Working in Business
BSB119 Global Business

Year 2, Semester 1
AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice

Year 2, Semester 2
BSB115 Management
  Double Major/Extended Major/Specialisation unit

Year 3, Semester 1
AMB318 Advertising Copywriting
  Double Major/Extended Major/Specialisation unit

Year 3, Semester 2
AMB319 Media Planning
BSB110  Accounting
Year 4, Semester 1
BSB113  Economics
    Double Major/Extended Major/Specialisation unit
Year 4, Semester 2
AMB320  Advertising Management
BSB111  Business Law and Ethics
Year 5, Semester 1
AMB339  Advertising Campaigns
    Double Major/Extended Major/Specialisation unit
Year 5, Semester 2
    Double Major/Extended Major/Specialisation unit
    Elective unit
Year 6, Semester 1
    Double Major/Extended Major/Specialisation unit
    Elective unit
Year 6, Semester 2
    Elective unit
    Elective unit

Potential Careers:
Account Executive, Advertising Professional, Computer Salesperson/Marketer, Creative Writer, Media Industry Specialist, Publishing Professional, Research Assistant.

UNIT SYNOPSISES

AMB200 CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB204
Equivalents: CTB200
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB220 ADVERTISING THEORY AND PRACTICE
This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: COB308
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB318 ADVERTISING COPYWRITING
Prerequisites: AMB220 or COB308
Equivalents: AMB221
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB319 MEDIA PLANNING
Prerequisites: AMB220
Equivalents: AMB222
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB320 ADVERTISING MANAGEMENT
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.
Prerequisites: (AMB318 or AMB221) and (AMB319 or AMB222)
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB339 ADVERTISING CAMPAIGNS
Prerequisites: AMB320 and AMB330
Equivalents: AMB321
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2
BSB110 ACCOUNTING
Accounting data is the basis for decision making in any organisation. Accordingly, the aim of this unit is to provide students with a basic level of knowledge of modern financial and managerial accounting theory and practice so that they can understand how accounting data is used to help make decisions in organisations. The unit covers financial procedures and reporting for business entities, analysis and interpretation of financial statements and planning, control and business decision making.
Antirequisites: BSB114, CNB293, UDB342
Equivalents: CTB110
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB111 BUSINESS LAW AND ETHICS
This unit integrates the concepts and principles of business law with the theories and applications of business ethics. The unit makes extensive use of cases in law and ethics to develop knowledge and skills that enable students to analyse, apply and evaluate the legal rules and ethical decision-making processes relevant to modern business practice.
Antirequisites: AYB120
Equivalents: CTB111
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB113 ECONOMICS
This unit introduces students to the key economic concepts and their practical applications. It comprises twelve topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production and cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.
Antirequisites: BSB113
Equivalents: CTB113
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB115 MANAGEMENT
The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.
Antirequisites: BSB115
Equivalents: CTB115
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB119 GLOBAL BUSINESS
This unit examines the drivers of globalisation and the diversity of country markets at an introductory level. It develops the skills and understanding to identify and respond to the opportunities, challenges and risks of conducting business across politically, economically and culturally diverse environments. An authentic country feasibility study is undertaken to help identify where a firm can find opportunities both in terms of actual and potential markets and the location for value-adding activities. The unit aims for students to have developed a comprehension of the nature and role of globalisation and the drivers of international business, a knowledge of the competitive forces and challenges confronting all business as a consequence of globalisation processes and an awareness of the additional knowledge and skills required of management to operate business internationally across a diversity of environments.
Antirequisites: BSB116, BSB112
Equivalents: CTB119
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB123 DATA ANALYSIS
The ability to collect, analyse, manipulate, understand and report data is an important skill in any work environment. This is particularly true in business where learning to deal with randomness, variation and uncertainty is a vital skill for anyone intending to apply their knowledge. This unit is designed to ensure that students gain the basic tools necessary to allow them to develop this skill. Students will also gain an introduction to many of the quantitative techniques which will be used throughout their further studies in their chosen discipline.
Antirequisites: BSB117, BSB122, CTB122, EFB101, MAB101, MAB141, MAB233
Credit points: 12
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB124 WORKING IN BUSINESS
This unit will help you to kickstart your study and your career in business regardless of your specific discipline. Not only does "Working in Business" give you an understanding of where business has come from and where it is headed, but you will also gain insights into yourself and how you can develop as both a student and professional in the business world. It covers an overview of business, the important issues for working as a professional in an organisation, and also gives you the opportunity to reflect on your own skills, preferences and career options so you can plan a future that suits you.
Antirequisites: BSB114, CTB114, HHB113
Credit
points: 12  Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM  

**BSB126 MARKETING**  
This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.  

**Antirequisites:** BSB116  
**Equivalents:** CTB126  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM