Bachelor of Business (Marketing) (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 and
Caboolture only)
International Entry: February, July and November* (*conditions apply) (International students can only study at
Gardens Point)
QTAC code: Gardens Point campus: 413021. Caboolture
campus: 463021.
Past rank cut-off: Gardens Point campus: 76. Caboolture
campus: 69.
Past OP cut-off: Gardens Point campus: 12. Caboolture
 campus: 15.
Assumed knowledge: English (4, SA) and Mathematics A,
B or C (4, SA)
Preparatory studies: For information on acquiring
assumed knowledge visit
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: Mr Bill Proud
Campus: Gardens Point and Caboolture

Full-Time Course Structure

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB119 Global Business</td>
</tr>
<tr>
<td>BSB123 Data Analysis</td>
</tr>
<tr>
<td>BSB124 Working in Business</td>
</tr>
<tr>
<td>BSB126 Marketing</td>
</tr>
<tr>
<td>Year 1, Semester 2</td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>AMB200 Consumer Behaviour</td>
</tr>
<tr>
<td>AMB240 Marketing Planning and Management</td>
</tr>
<tr>
<td>BSB115 Management</td>
</tr>
<tr>
<td>Double Major/Extended Major/Specialisation</td>
</tr>
<tr>
<td>Year 2, Semester 1</td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>AMB201 Marketing and Audience Research</td>
</tr>
<tr>
<td>BSB110 Accounting</td>
</tr>
<tr>
<td>Double Major/Extended Major/Specialisation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB335 E-marketing Strategies</td>
</tr>
<tr>
<td>BSB111 Business Law and Ethics</td>
</tr>
<tr>
<td>BSB113 Economics</td>
</tr>
<tr>
<td>Double Major/Extended Major/Specialisation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB340 Services Marketing</td>
</tr>
<tr>
<td>Double Major/Extended Major/Specialisation</td>
</tr>
<tr>
<td>Elective unit</td>
</tr>
<tr>
<td>Elective unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB359 Strategic Marketing</td>
</tr>
<tr>
<td>Double Major/Extended Major/Specialisation</td>
</tr>
<tr>
<td>Elective unit</td>
</tr>
<tr>
<td>Elective unit</td>
</tr>
</tbody>
</table>

Part-Time Course Structure

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB123 Data Analysis</td>
</tr>
<tr>
<td>BSB126 Marketing</td>
</tr>
<tr>
<td>Year 1, Semester 2</td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>BSB124 Working in Business</td>
</tr>
<tr>
<td>BSB119 Global Business</td>
</tr>
<tr>
<td>Year 2, Semester 1</td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>AMB200 Consumer Behaviour</td>
</tr>
<tr>
<td>AMB240 Marketing Planning and Management</td>
</tr>
<tr>
<td>BSB115 Management</td>
</tr>
<tr>
<td>Double Major/Extended Major/Specialisation</td>
</tr>
<tr>
<td>Year 2, Semester 2</td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>BSB115 Management</td>
</tr>
<tr>
<td>Double Major/Extended Major/Specialisation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB110 Accounting</td>
</tr>
</tbody>
</table>
Double Major/Extended Major/Specialisation unit

Year 3, Semester 2
AMB201 Marketing and Audience Research

Year 4, Semester 1
AMB335 E-marketing Strategies
BSB111 Business Law and Ethics

Year 4, Semester 2
AMB340 Services Marketing
BSB113 Economics

Year 5, Semester 1
AMB359 Strategic Marketing

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, Computer Salesperson/Marketer, Creative Writer, Government Officer, Market Research Manager, Marketing Officer/Manager, Organisational Communication Specialist, Publishing Professional, Sales Person.

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 SUM

AMB201 MARKETING AND AUDIENCE RESEARCH
This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.

Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB305, MGB220, COB334
Equivalents: CTB201
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB240 MARKETING PLANNING AND MANAGEMENT
This unit extends the student’s knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.

Prerequisites: BSB126 or CTB126
Equivalents: CTB240
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB335 E-MARKETING STRATEGIES
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201
Equivalents: AMB241
Credit points: 12
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB340 SERVICES MARKETING
This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-
making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.

**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201  
**Antirequisites:** MIB311  
**Equivalents:** CTB340  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**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.

**Prerequisites:** BSD113  
**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.

**Prerequisites:** BSD115  
**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.

**Prerequisites:** BSB116, BSB112  
**Equivalents:** CTB119  
**Credit points:** 12  
**Contact hours:** 3 per week
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