Bachelor of Business (Honours) (Advertising) (BS63)

Year offered: 2010
Admissions: Yes
CRICOS code: 009038B
Course duration (full-time): 1 year (2 semesters)
Course duration (part-time): 2 years (4 semesters)
Domestic fees (indicative): 2010: CSP $4,430 (indicative) per semester
International Fees (indicative): 2010: $10,250 (indicative) per semester
Total credit points: 96
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Assistant Dean (Research)
Discipline coordinator: Associate Professor Rebekah Russell-Bennett
Campus: Gardens Point

Why choose this course?
The Honours program will provide you with a specialised education in your chosen area of research.

Overview
Students who complete an Honours program with the School of Advertising, Marketing and Public Relations gain a competitive edge in seeking employment in the business world. If you are considering an academic career, you will also have the opportunity to move directly to the PhD research program.

The emphasis is on depth of knowledge and small class teaching. In addition, Honours students are expected to attend and actively participate in the monthly seminar series run by the School.

You will gain experience and training in analytical and research skills and build an advanced understanding of the use of survey research. During your study you develop detailed understanding of the theoretical contexts in which qualitative research has developed and the techniques that define its use. You then apply your learning to a selected research problem and gain a more sophisticated understanding of the theory underpinning your research.

You will receive individual supervision by a highly qualified and experienced academic who will guide you through your advanced study.

The School has a growing national reputation of excellence in its undergraduate and postgraduate programs.

Meeting minimum entry requirements does not guarantee entry into this course. Admission to the Honours program will depend on the availability of supervision, infrastructure and other required resources.

Course design
Students must complete four coursework units (48 credit points) and a dissertation (48 credit points), as per the programs of study described under the individual majors.

Unit prerequisite requirements are deemed to have been satisfied upon admission to this course. Where elective units may be undertaken, students should check prerequisite requirements in the unit synopsis section of the QUT Handbook and obtain approval from the Subject Area Coordinator prior to enrolment.

Entry requirements (domestic and international students)
A completed Bachelor or course work Masters degree that includes a major in the area of intended study or a qualification deemed equivalent. Students must have achieved a grade-point average (GPA) of 5.5 or better on a 7-point scale in the relevant degree or other qualifications and experience which is considered by the Dean of Faculty to qualify for admission.

Applicants are required to nominate a supervisor and topic before submitting a formal application. Normally applications will be successful only if a supervisor and topic are well matched. The faculty does not guarantee supervision capacity for all topics. Applicants should ensure that there is a genuine fit with the potential supervisor’s research interests by looking at the interests of the researchers within the relevant school as stated on the Faculty website. The Research Coordinator within each school can also assist with this process.

To assist applicants to find an appropriate supervisor, applicants should:
1. Identify supervisor’s research interests by looking at the interests of the researchers as described on the Faculty website;
2. Contact the HDR Admissions Officer within the Faculty of Business. This contact should include a transcript of academic records, the topic area which they wish to study, the school in which they wish to undertake their research, and if known, the name of a potential supervisor. The information will be passed onto the nominated school or supervisor.

English language requirements (international students)
In addition to the above academic entry requirements, international students must meet the following English language proficiency levels for entry into the Faculty’s
postgraduate coursework courses:
- IELTS: overall sub-band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

Mid-year entry students
Mid-year entry students should contact the Honours Discipline Coordinator for enrolment advice and course progression details. Mid-year entry to any major cannot be guaranteed and is subject to supervisor and unit availability.

Further information
For further information on this course contact Honours Discipline Coordinator Associate Professor Rebekah Russell-Bennett on 3138 2894 or rebekah.bennett@qut.edu.au

The Honours Discipline Coordinator is responsible for the administration of the course, including admissions, scholarships and determining the result for the year as a whole. If you have any questions about the course or any comments, the Honours Discipline Coordinator should be your first point of contact.

Abbreviation
BBusHons(Adv)

Course Structure (full-time)

Advertising

Students must complete two prescribed units (24 credit points), two electives (24 credit points), and a dissertation (48 credit points).

Select two units from the following Compulsory Core units:

BSN502 Research Methodology
BSN503 Research Seminar
BSN412 Qualitative Research and Analytical Techniques
BSN414 Quantitative Research Methods

Plus 2 elective units

The elective units for this Honours program may be selected from any 12 credit point postgraduate unit offered by the School of Advertising, Marketing and Public Relations, in the specialisation area (Advertising), subject to the approval of the School Honours Coordinator.

Dissertation

Potential Careers:
Advertising Professional.

UNIT SYNOPSISES

BSN412 QUALITATIVE RESEARCH AND ANALYTICAL TECHNIQUES
This unit provides a detailed overview of qualitative research to support decision-making in business disciplines. The primary purpose of this unit is to develop a detailed understanding of the theoretical contexts in which field studies and qualitative research methods have developed and the techniques that define the approach. Students develop the ability to analyse, conduct, and evaluate qualitative research in discipline areas related to business. The unit provides a basic preparation for the development of a project, thesis or dissertation proposal based on the use of qualitative research.

Antirequisites: CON500 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

BSN414 QUANTITATIVE RESEARCH METHODS
Quantitative Research Methods is a postgraduate unit designed to introduce students to a range of quantitative research methods and their application to different research questions and types of quantitative data. Throughout the unit, students will be exposed to a wide range of quantitative research issues including survey and index development, factor analysis, multiple regression, experimental data collection and analysis, ANOVA and MANOVA, structural models, secondary data collection and analysis, and longitudinal data analysis. Each lecture will be conducted in computer laboratories to allow students the opportunity to develop their quantitative research skills using SPSS and AMOS with data provided by lecturers.

Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

BSN501 DISSERTATION
Students undertake a study of an issue as the culmination of their honours program. The dissertation must have a well-developed conceptual foundation and include a primary research component.
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Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

BSN502 RESEARCH METHODOLOGY
The purpose of this study is to provide students with a range of ideas and methods that enable them to analyse, evaluate and conduct research in discipline areas related to business. It provides an essential and basic preparation for the development of a thesis or dissertation proposal. Areas of study include research paradigms, analysis and criticism, research design, data collection and data manipulation, interpretation and presentation.

Antirequisites: BSB400  Credit points: 12  Contact hours: Flexible Mode  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

BSN503 RESEARCH SEMINAR
In this unit students prepare detailed literature reviews relevant to the thesis or dissertation proposal. Students are required to prepare and present a detailed seminar paper describing and explaining the results of their review and its relevance to the thesis or dissertation proposal. The unit is in two parts: the first provides a series of lectures from staff advising as to the requirements of a thorough, well-directed literature search and review; the second consists of a series of seminars from students presenting their findings.

Credit points: 12  Contact hours: Flexible Mode  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2