Bachelor of Business (Honours) (Public Relations) (BS63)

Year offered: 2011
Admissions: Yes
CRICOS code: 009038B
Course duration (full-time): 1 year (2 semesters)
Course duration (part-time): 2 years (4 semesters)
Domestic Fees (indicative): 2011: CSP $4,506 per semester (indicative)
International Fees (indicative): 2011: $10,500 (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: Director of Higher Degree Research Studies
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 option (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.

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 the 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.

Important course specific enrolment advice
To obtain further information about the policies and procedures relating to this course, please refer to the Business Postgraduate Guidelines.

Other useful information can be found on the Student Services website.

Abbreviation
BBusHons(PR)

Course Structure (full-time)

Public Relations
BSN502 Research Methodology
BSN503 Research Seminar
AMN404 Readings in Integrated Marketing Communication
PLUS: Option (Elective) Unit

The option (elective) unit may be selected from any 12 credit point postgraduate unit offered by the School of Advertising, Marketing and Public Relations, in consultation with the School Research Coordinator.

DISSERTATION:

BSN501-1 Dissertation
BSN501-2 Dissertation
BSN501-3 Dissertation
BSN501-4 Dissertation

While enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.

Potential Careers:
Public Relations Officer/Consultant.

UNIT SYNOPSES

AMN404 READINGS IN INTEGRATED MARKETING COMMUNICATION
The unit provides participants with the opportunity to make a detailed exploration of the literature on a particular topic or problem in the area of Integrated Marketing Communication under the direction of a supervisor. The readings integrate and consolidate theory and research related to IMC and from other studies undertaken in the course. Students undertake a formal and systematic review of literature in a particular problem area of IMC related to their interests, project or thesis. Students may also explore work covered in other specialisations.

Prerequisites: AMN401 Antirequisites: CON416 Equivalents: AMX404 Credit points: 12 Contact hours: Supervision only, Lecture in Week 1 Campus: Gardens Point Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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.

Credit points: 12 Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 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: 2011 SEM-1

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: 2011 SEM-1 and 2011 SEM-2