Bachelor of Business (Honours) (Marketing) (BS63)

Year offered: 2013
Admissions: Yes
CRICOS code: 009038B
Course duration (full-time): 1 year
Course duration (part-time): 2 years
Domestic Fees (indicative): 2013: CSP $4,900 (indicative) per 48 credit points
Start month: February, July
Deferral allowed: No
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
Discipline coordinator: Associate Professor Rebekah Russell-Bennett
Campus: Gardens Point
Attendance: Part-Time, Full-Time
Additional Requirements:

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 Executive Dean, QUT Business School 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 Business School 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 Business School 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 Business School website;
2. Contact the HDR Admissions Officer within the QUT Business School. 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.

Course highlights
- Study accountancy, advertising, banking and finance, economics, human resource management, international business, management, marketing or public relations.
- Work with a supervisor to integrate what you’ve learnt in your degree to complete a thesis in your field of study.
- Complete in 2 semesters full-time or 4 semesters part-time.

Details:
The Bachelor of Business (Honours) provides high-achieving undergraduate students with analytical, theoretical and empirical skills that differentiate them from other graduates. An honours degree signals to potential employers that you are someone with exceptional ability, motivation and commitment to your field. It gives you the chance to integrate the practical and conceptual knowledge gained through your degree.

As an honours graduate, you can clearly demonstrate an ability to undertake rigorous independent research.


Structures and Units

Course design
The course is designed for total immersion in academic study for a full-time year. Therefore undertaking the honours course part-time is generally discouraged. Not all schools permit mid-year entry. The structure of the course is such that the coursework units in the first semester logically precede the research thesis, which is largely completed in the second semester.

Course Structure (full-time)

<table>
<thead>
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<th>Year 1, Semester 1</th>
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<tbody>
<tr>
<td>BSN502 Research Methodology</td>
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<tr>
<td>BSN503 Research Seminar</td>
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<tr>
<td>AMN404 Readings in Integrated Marketing Communication</td>
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<td>PLUS: Option Unit</td>
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The option 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.

Year 1, Semester 2

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:
Marketing Officer/Manager.

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: 2013 SEM-1, 2013 SEM-2 and 2013 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: 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 SEM-2