Graduate Diploma in Business (Research) (Marketing) (BS69)

Year offered: 2011
Admissions: Yes
CRICOS code: 072979M
Course duration (full-time): 1 year (2 semesters)
Course duration (part-time): 2 years (4 semesters)
Domestic Fees (indicative): 2011: $9,750 per semester (indicative)
International Fees (indicative): 2011: $11,375 per semester (indicative)
Domestic Entry: February; July*(subject to unit and supervisor availability)
International Entry: February; July*(subject to unit and supervisor availability)
Total credit points: 96
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Discipline coordinator: Associate Professor Ian Lings
Campus: Gardens Point

Why choose this course?
The Graduate Diploma in Business (Research) is a PhD qualifying course, designed to provide the initial research training required to gain entry into the PhD. The Graduate Diploma in Business (Research) is best viewed as a pathway program and not as a standalone course.

Overview
The Graduate Diploma in Business (Research) provides high-achieving students with no or limited previous research experience the opportunity to develop advanced analytical, theoretical and empirical research skills that provide a sound preparation for advanced research training within a PhD. The capacity to conduct rigorous independent research will develop, and the advanced coursework integrates conceptual knowledge and research skills within a discipline. The Graduate Diploma program allows development of advanced theoretical knowledge integrated with a rigorous introduction to research training in a chosen field. Applicants will have shown high achievement in a relevant undergraduate degree or coursework Masters degree.

As a graduate you will be able to clearly demonstrate an ability to undertake rigorous independent research.

Meeting minimum entry requirements does not guarantee entry into this course. Admission to the Graduate Diploma in Business (Research) 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 Discipline Coordinator prior to enrolment.

Course Availability
Mid-year entry:
Students should contact the Research 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.

Part-time study:
Part-time students should contact the Research Discipline Coordinator for enrolment advice and course progression details. Part-time study in any major cannot be guaranteed and is subject to unit availability.

PhD Pathway for International Students
Grad Dip Bus (Research) + PhD pathway for international students: If the offer for entry into BS69 is packaged with the PhD, the following conditions will apply:
1. The package is defined as a sequence of programs from BS69 to IF49;
2. Progression from BS69 to IF49 is guaranteed if the BS69 is completed with a GPA of 5.5/7 or greater;
3. A supervisor for the IF49, normally the same as the supervisor for the BS69, is confirmed when assessing entry into the BS69 program;
4. A suitable research topic and thesis title for both BS69 and IF49, the latter of which can be a progression of the topic undertaken in BS69, is confirmed when assessing entry into the BS69 program;
5. The QUT Business School guarantees Research support, places, supervisors and topic areas for IF49 12 months in advance of when the offer for BS69 is made to full time students and 24 months in advance of when the offer for BS69 is made to part time students.
**Important course specific enrolment advice**

This course is a PhD qualifying course, and applicants are assessed as to their potential suitability for undertaking a PhD on the completion of BS69. Prior to enrolment in BS69, a supervisor and dissertation topic must be allocated. Contact with the supervisor prior to applying for entry is essential.

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

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

**Further information**

For further information on this course contact the Research Discipline Coordinator Associate Professor Ian Lings on 3138 4329 or ian.lings@qut.edu.au

The Research 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 Research Discipline Coordinator should be your first point of contact.

**Abbreviation**

GradDipBus(Research)(Marketing)

**Course Structure (full-time)**

<table>
<thead>
<tr>
<th>Marketing</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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<tr>
<td>PLUS: Option (Elective) Unit</td>
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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 |

**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

**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

**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

**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
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