Bachelor of Mass Communication (IF27)

Year offered: 2010
Admissions: Yes
CRICOS code: 037542J
Course duration (full-time): 3 Years
Domestic fees (indicative): 2010: CSP $2,700 (indicative) per semester
International Fees (indicative): 2010: $10,250 (indicative) per semester
Domestic Entry: February
International Entry: February and July
QTAC code: 409012
Past rank cut-off: 79
Past OP cut-off: 11
OP Guarantee: Yes
Assumed knowledge: English (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 288
Standard credit points per full-time semester: 48
Course coordinator: Head, Undergraduate Studies
Discipline coordinator: Susan Hetherington (International Journalism); Dr Stephen Harrington (Media & Communication); Mr Sean Maher (Television); Dr Gayle Kerr (Advertising); Ms Amisha Mehta (Public Relations)
Campus: Gardens Point and Kelvin Grove

Overview
This course is a joint offering by the faculties of Creative Industries and Business, designed to capitalise on the dynamic area of mass communication and the challenges faced by organisations in the digital age.

The flexible program design includes areas of study from both faculties, providing professional skills in areas such as international journalism, television, media and communication, advertising and public relations.

Career Outcomes
Graduates obtain employment in a wide variety of public and private sector organisations. Potential employment opportunities include careers as a public relations consultant, media planner, copywriter, corporate communication manager, specialist journalist, media production specialist, media adviser or event manager.

Professional Recognition
Depending on the choice of majors, graduates of the Bachelor of Mass Communication may satisfy the academic requirements for membership of the Advertising Institute of Australia (AIA) and the Society of Business Communicators (SBC).

Course Design
Students commencing the Bachelor of Mass Communication must complete 24 units of equal weighting totalling 288 credit points comprised of
a. Faculty Core (six faculty core units)
b. Major Core (two majors of six units each) and
c. Unit Options (six units).

Although studies can be tailored to meet a specific career goal or create a wide variety of career choices, there is a set of recommended combinations of majors. Students are not required to take these combinations, however they do represent the more common and logical choices within a mass communication qualification.

The recommended combinations are:
- Public Relations and International Journalism
- Public Relations and Media and Communication
- Advertising and Television
- International Journalism and Media and Communication.

Why choose this course?
The combined expertise of these faculties gives you a unique opportunity to foster your skills in creative, technical and business communication. You can tailor your studies to meet a specific career goal or to create a wide variety of career choices.

You will complete two majors – some recommended combinations are:
- public relations and international journalism
- advertising and media and communication
- international journalism and media and communication.

Deferment
All domestic applicants offered admission to undergraduate award courses may apply to defer commencement of their study. A deferment application will not normally be considered for courses where specific admission requirements apply, for example submission of folios or undertaking auditions. Applicants are not entitled to hold a deferred place and hold a place in another QUT course for the same period.

Find out more on deferment.

General Course structure for students who commenced in 2010

Course Requirements
In addition to the mandatory units in this course, you must complete 72 credit points.

Published on: 16 May 2011
from the Complementary Studies options below:
* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Notes
* A maximum of 48cps of the following units can be taken throughout your course: KKB341, KKB342, KKB343, KKB344, KKB345, KKB346, KKB347, KKB350.

IF27 CORE UNITS - 6 units required
- AMB201 Marketing and Audience Research
- BSB126 Marketing
- KKB101 Creative Industries: People and Practices
- KKB102 Creative Industries: Making Connections
- KCB110 Introduction To Mass Communication
- SELECT Either AMB220 or AMB263:
  - AMB220 Advertising Theory and Practice
  - AMB263 Introduction To Public Relations

MAJOR CORE UNITS - 12 units required - Select two of the following 6 unit majors

Advertising
- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice
- AMB318 Advertising Copywriting
- AMB319 Media Planning
- AMB320 Advertising Management
- AMB339 Advertising Campaigns
  
  Students who have completed AMB220 Advertising Theory and Practice as part of the IF27 Core Units will need to choose one of the following three units:
  - AMB202 Integrated Marketing Communication
  - AMB230 Digital Promotions
  - AMB330 Advertising Planning Portfolio

Public Relations
- AMB263 Introduction To Public Relations
- AMB264 Public Relations Techniques
- AMB372 Public Relations Planning
- AMB374 Global Public Relations Cases
- AMB379 Public Relations Campaigns

Students who have completed AMB263 Introduction to Public Relations as part of the IF27 Core Units will need to choose two of the following three units:
- AMB202 Integrated Marketing Communication
- AMB230 Digital Promotions
- AMB231 Marketing Communications Regulations and Ethics

Media and Communication
- KCB101 Introduction to Media and Communication: Texts
- KCB103 Strategic Speech Communication
- KCB201 New Media 1: Information and Knowledge
- KCB301 Media Audiences
- SELECT Two from KCB202, KCB205, KCB302 and KCB304:
  - KCB202 New Media 2: Applications and Implications
  - KCB205 Professional Communication
  - KCB304 Managing Communication Resources
  - KCB302 Political Communication

*Note: KCB201 will no longer be offered after 2010. Please refer to the 2011 course structure for the equivalent new unit.

Television
- KPB101 Introduction to Film, TV and New Media Production
- KPB104 Film and Television Production Resource Management
- KPB105 Narrative Production
- KPB110 The Movie, TV & New Media Business
- KPB112 TV and Film Genres
- KPB303 Critical Thinking About Television

International Journalism
- KJB101 Digital Journalism
- KJB120 Newswriting
- KJB121 Journalistic Inquiry
- KJB224 Feature Writing
- KJB280 International Journalism
- KJB337 Public Affairs Reporting

Course structure - Advertising / International Journalism for students who commenced in 2010
### Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- A Minor PLUS 24cp of Unit Options; or
- 72cp of Unit Options

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<td>Newswriting</td>
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### SELECT

A Complementary Studies unit

### Course structure - Advertising / Media & Communication for students who commenced in 2010

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<td>KCB103</td>
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<td>KCB201</td>
<td>New Media 1: Information and Knowledge</td>
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<td>KCB205</td>
<td>Professional Communication</td>
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<td>KCB301</td>
<td>Media Audiences</td>
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<td>AMB372  Public Relations Planning</td>
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<td>SELECT  Either AMB230, AMB202 or AMB231:</td>
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<td>AMB230  Digital Promotions</td>
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<tr>
<td>AMB202  Integrated Marketing Communication</td>
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<td>AMB231  Marketing Communications Regulations and Ethics</td>
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<th>Course structure - Advertising / Public Relations for students who commenced in 2010</th>
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<td>KPB101  The Movie, TV &amp; New Media Business</td>
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</table>
AMB319  Media Planning
KPB104  Film and Television Production Resource Management
KPB105  Narrative Production

Year 2, Semester 2

AMB201  Marketing and Audience Research
AMB320  Advertising Management
SELECT  A Complementary Studies Unit

Year 3, Semester 1

KPB303  Critical Thinking About Television
SELECT  Either AMB202, AMB230 or AMB330:
AMB202  Integrated Marketing Communication
AMB230  Digital Promotions
AMB330  Advertising Planning Portfolio
SELECT  A Complementary Studies Unit

Year 3, Semester 2

AMB339  Advertising Campaigns
KPB112  TV and Film Genres
SELECT  A Complementary Studies Unit

Course structure - Media & Communication / International Journalism for students who commenced in 2010

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Year 1, Semester 1

BSB126  Marketing
KCB110  Introduction To Mass Communication
KJB101  Digital Journalism
KKB101  Creative Industries: People and Practices

Year 1, Semester 2

KJB120  Newswriting
KKB102  Creative Industries: Making Connections

AMB201  Marketing and Audience Research
SELECT  Either AMB220 or AMB263:
AMB220  Advertising Theory and Practice
AMB263  Introduction To Public Relations

Year 2, Semester 1

KCB101  Introduction to Media and Communication: Texts
KCB103  Strategic Speech Communication
KCB201  New Media 1: Information and Knowledge
KJB121  Journalistic Inquiry

*Note: KCB201 will no longer be offered after 2010. Please refer to the 2011 course structure for the equivalent new unit.

Year 2, Semester 2

KJB280  International Journalism
SELECT  Either KCB202 or KCB205:
KCB202  New Media 2: Applications and Implications
KCB205  Professional Communication
SELECT  A Complementary Studies unit

Year 3, Semester 1

KCB301  Media Audiences
KJB224  Feature Writing
SELECT  Either KCB302 or KCB304:
KCB302  Political Communication
KCB304  Managing Communication Resources
SELECT  A Complementary Studies unit

Year 3, Semester 2

KJB337  Public Affairs Reporting
SELECT  A Complementary Studies unit

Course structure - Media & Communication / Television for students who commenced in 2010

Course Requirements

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## Year 1, Semester 1

- **BSB126** Marketing
- **KCB110** Introduction To Mass Communication
- **KKB101** Creative Industries: People and Practices

## Year 1, Semester 2

- **AMB201** Marketing and Audience Research
- **SELECT** Either AMB220 OR AMB263:
- **AMB220** Advertising Theory and Practice
- **AMB263** Introduction To Public Relations
- **KKB102** Creative Industries: Making Connections
- **KPB101** Introduction to Film, TV and New Media Production

*Note: KCB201 will no longer be offered after 2010. Please refer to the 2011 course structure for the equivalent new unit.*

## Year 2, Semester 1

- **KCB103** Strategic Speech Communication
- **KCB201** New Media 1: Information and Knowledge
- **KPB103** Narrative Production
- **KPB104** Film and Television Production Resource Management

## Year 2, Semester 2

- **KPB110** The Movie, TV & New Media Business
- **SELECT** Either KCB202 OR KCB205:
- **KCB202** New Media 2: Applications and Implications
- **KCB205** Professional Communication
- **SELECT** A Complementary Studies unit
- **SELECT** A Complementary Studies unit

## Year 3, Semester 1

- **KCB301** Media Audiences
- **SELECT** Either KCB302 OR KCB304:
- **KCB302** Political Communication
- **KCB304** Managing Communication Resources
- **KPB303** Critical Thinking About Television
- **SELECT** A Complementary Studies unit

## Year 3, Semester 2

- **KPB112** TV and Film Genres
- **SELECT** A Complementary Studies unit

## Course structure - Public Relations / International Journalism for students who commenced in 2010

## Year 1, Semester 1

- **BSB126** Marketing
- **KCB110** Introduction To Mass Communication
- **KKB101** Creative Industries: People and Practices

## Year 1, Semester 2

- **AMB201** Marketing and Audience Research
- **AMB263** Introduction To Public Relations
- **KJB120** Newswriting
- **KKB102** Creative Industries: Making Connections

## Year 2, Semester 1

- **AMB264** Public Relations Techniques
- **KJB121** Journalistic Inquiry
- **SELECT** A Complementary Studies unit
- **SELECT** A Complementary Studies unit

## Year 2, Semester 2

- **AMB372** Public Relations Planning
- **KJB280** International Journalism
- **SELECT** Two from AMB202, AMB230 or AMB231:
- **AMB202** Integrated Marketing Communication
- **AMB230** Digital Promotions
- **AMB231** Marketing Communications Regulations and Ethics

## Year 3, Semester 1

- **AMB374** Global Public Relations Cases
- **KJB224** Feature Writing
- **SELECT** A Complementary Studies unit
- **SELECT** A Complementary Studies unit
### Year 3, Semester 2

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<tbody>
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<td>Public Relations Campaigns</td>
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<td>KJB337</td>
<td>Public Affairs Reporting</td>
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<td>KCB1110</td>
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<tr>
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<td>Public Relations Techniques</td>
</tr>
<tr>
<td>KCB201</td>
<td>New Media 1: Information and Knowledge</td>
</tr>
<tr>
<td>SELECT</td>
<td>A Complementary Studies unit</td>
</tr>
<tr>
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</table>

*Note: KCB201 will no longer be offered after 2010. Please refer to the 2011 course structure for the equivalent new unit.

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### Year 2, Semester 2

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<td>AMB230</td>
<td>Digital Promotions</td>
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### Year 3, Semester 1

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<td>KCB302</td>
<td>Political Communication</td>
</tr>
<tr>
<td>KCB304</td>
<td>Managing Communication Resources</td>
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### Year 3, Semester 2

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<tr>
<td>SELECT</td>
<td>A Complementary Studies unit</td>
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### Course structure - Public Relations / Television for students who commenced in 2010

#### Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- A Minor PLUS 24cp of Unit Options; or
- 72cp of Unit Options

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### Year 1, Semester 1

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<th>Course Title</th>
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<td>Marketing</td>
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<tr>
<td>KCB110</td>
<td>Introduction to Media and Communication: Texts</td>
</tr>
<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
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<th>Course Title</th>
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### Year 1, Semester 2

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<td>Introduction To Public Relations</td>
</tr>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
</tr>
<tr>
<td>KPB110</td>
<td>The Movie, TV &amp; New Media Business</td>
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### Year 2, Semester 1

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<td>AMB263</td>
<td>Introduction To Public Relations</td>
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<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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<td>KPB104</td>
<td>Film and Television Production Resource Management</td>
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<td>KPB105</td>
<td>Narrative Production</td>
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<td>Film and Television Production Resource Management</td>
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<td>KPB105</td>
<td>Narrative Production</td>
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</table>
## Course structure - Television / International Journalism for students who commenced in 2010

### Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- A Minor PLUS 24cp of Unit Options; or
- 72cp of Unit Options

### Year 1, Semester 1

- BSB126 Marketing
- KCB110 Introduction To Mass Communication
- KJB101 Digital Journalism
- KKB101 Creative Industries: People and Practices

### Year 1, Semester 2

- KKB102 Creative Industries: Making Connections
- KPB101 Introduction to Film, TV and New Media Production
- KPB110 The Movie, TV & New Media Business
- SELECT Either AMB220 or AMB263:
  - AMB220 Advertising Theory and Practice
  - AMB263 Introduction To Public Relations

### Year 2, Semester 1

- KJB120 Newswriting
- KPB104 Film and Television Production Resource Management
- SELECT A Complementary Studies unit

### Year 2, Semester 2

- AMB372 Public Relations Planning
- KPB112 TV and Film Genres
- SELECT A Complementary Studies unit

### Year 3, Semester 1

- AMB374 Global Public Relations Cases
- KPB303 Critical Thinking About Television
- SELECT A Complementary Studies unit

### Year 3, Semester 2

- AMB379 Public Relations Campaigns
- SELECT A Complementary Studies unit
- SELECT Two from the following three units:
  - AMB202 Integrated Marketing Communication
  - AMB230 Digital Promotions
  - AMB231 Marketing Communications Regulations and Ethics

## General Course structure for students who commenced in 2009

### Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- A Minor PLUS 24cp of Unit Options; or
- 72cp of Unit Options

### IF27 CORE UNITS - 6 units required

- AMB201 Marketing and Audience Research
- BSB126 Marketing
- KCB110 Introduction To Mass Communication
- KKB101 Creative Industries: People and Practices
- KKB102 Creative Industries: Making Connections
- SELECT Either AMB220 or AMB263 (Students completing the Advertising Major must select AMB220):
  - AMB220 Advertising Theory and Practice
  - AMB260 Public Relations Theory and Practice
## MAJOR CORE UNITS - 12 units required - Select two of the following 6 unit majors

### Advertising

INSTRUCTIONS: Due to the prerequisite requirements for AMB339, students completing the Advertising Major must complete AMB220 as part of their IF27 core units and AMB330 as their Advertising Unit Option.

- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice
- AMB221 Advertising Copywriting
- AMB222 Media Planning
- AMB320 Advertising Management
- AMB321 Advertising Campaigns

Students who have completed AMB220 as part of the IF27 Core Units will need to choose one of the following three units:

- AMB202 Integrated Marketing Communication
- AMB230 Digital Promotions
- AMB330 Advertising Planning Portfolio

### Media and Communication

- KCB101 Communication in the New Economy
- KCB103 Strategic Speech Communication
- KCB202 New Media 2: Applications and Implications
- KCB301 Media Audiences
- KCB302 Political Communication
- KCB304 Managing Communication Resources

### Public Relations

- AMB260 Public Relations Theory and Practice
- AMB261 Media Relations and Publicity
- AMB262 Public Relations Writing
- AMB370 Public Relations Cases
- AMB361 Public Relations Campaigns

Students who have completed AMB260 Introduction to Public Relations as part of the IF27 Core Units will need to choose two of the following three units. Students who have NOT completed AMB260 as part of their IF27 Core Units will need to choose one of the following three units:

- AMB202 Integrated Marketing Communication
- AMB230 Digital Promotions
- AMB231 Marketing Communications Regulations and Ethics

### Television

- KPB101 Foundations of Film and Television Production
- KPB104 Film and Television Production Resource Management
- KPB105 Narrative Production
- KPB106 Australian Television
- KPB107 Television's Greatest Hits
- KPB303 Critical Thinking About Television

### International Journalism

- KJB101 Digital Journalism
- KJB120 Newswriting
- KJB121 Journalistic Inquiry
- KJB224 Feature Writing
- KJB280 International Journalism
- KJB337 Public Affairs Reporting

## Course structure - Advertising / International Journalism for students who commenced in 2009

**Course Requirements**

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- A Minor PLUS 24cp of Unit Options; or
- 72cp of Unit Options

### Year 1, Semester 1

- BSB126 Marketing
- KCB110 Introduction To Mass Communication
- KJB101 Digital Journalism
- KKB101 Creative Industries: People and Practices

### Year 1, Semester 2

- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice
- KJB120 Newswriting
- KKB102 Creative Industries: Making Connections

### Year 2, Semester 1

- AMB201 Marketing and Audience Research
- AMB319 Media Planning
- KJB121 Journalistic Inquiry
- SELECT A Complementary Studies unit
### Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

### Course structure - Advertising / Media & Communication for students who commenced in 2009

#### Year 2, Semester 2
- **AMB319** Media Planning
- **KCB103** Strategic Speech Communication
- **KCB201** New Media 1: Information and Knowledge
- **SELECT** A Complementary Studies unit

#### Year 3, Semester 1
- **AMB320** Advertising Management
- **KCB224** Feature Writing
- **SELECT** Either AMB202, AMB230 or AMB330:
- **AMB202** Integrated Marketing Communication
- **AMB230** Digital Promotions
- **AMB330** Advertising Planning Portfolio
- **SELECT** A Complementary Studies unit

#### Year 3, Semester 2
- **AMB339** Advertising Campaigns
- **KCB337** Public Affairs Reporting
- **SELECT** A Complementary Studies unit
- **SELECT** A Complementary Studies unit

### Course structure - Advertising / Public Relations for students who commenced in 2009

#### Year 1, Semester 1
- **BSB126** Marketing
- **KCB101** Introduction to Media and Communication: Texts
- **KCB110** Introduction To Mass Communication
- **KKB101** Creative Industries: People and Practices

#### Year 1, Semester 2
- **AMB200** Consumer Behaviour
- **AMB201** Marketing and Audience Research
- **AMB220** Advertising Theory and Practice
- **KKB102** Creative Industries: Making Connections

#### Year 2, Semester 1
- **AMB319** Media Planning
- **KCB103** Strategic Speech Communication
- **KCB201** New Media 1: Information and Knowledge
- **SELECT** A Complementary Studies unit

*Note: KCB201 will no longer be offered after 2010. Please refer to the 2010 course structure for the equivalent new unit.*
Course structure - Advertising / Television for students who commenced in 2009

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Year 1, Semester 2

- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice
- AMB263 Introduction To Public Relations
- KKB102 Creative Industries: Making Connections

Year 2, Semester 1

- AMB201 Marketing and Audience Research
- AMB264 Public Relations Techniques
- AMB318 Advertising Copywriting
- AMB319 Media Planning

Year 2, Semester 2

- AMB372 Public Relations Planning
- SELECT Either AMB202, AMB230 or AMB231:
- AMB202 Integrated Marketing Communication
- AMB230 Digital Promotions
- AMB231 Marketing Communications Regulations and Ethics
- SELECT A Complementary Studies unit

Year 3, Semester 1

- AMB320 Advertising Management
- AMB374 Global Public Relations Cases
- SELECT Either AMB202, AMB230 or AMB330:
- AMB202 Integrated Marketing Communication
- AMB230 Digital Promotions
- AMB330 Advertising Planning Portfolio
- SELECT A Complementary Studies unit

Year 3, Semester 2

- AMB339 Advertising Campaigns
- AMB379 Public Relations Campaigns
- SELECT A Complementary Studies unit

SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Course structure - Media & Communication / International Journ for students who commenced in 2009

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

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<table>
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<td>KCB110</td>
<td>Introduction To Mass Communication</td>
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<tr>
<td>KJB101</td>
<td>Digital Journalism</td>
</tr>
<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
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Year 1, Semester 2

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<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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Year 2, Semester 1

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<td>KCB201</td>
<td>New Media 1: Information and Knowledge</td>
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<td>KJB121</td>
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<td>*Note: KCB201 will no longer be offered after 2010. Please refer to the 2010 course structure for the equivalent new unit.</td>
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Year 2, Semester 2

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<td>KCB302</td>
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<tr>
<td>KCB304</td>
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Year 3, Semester 2

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Course structure - Media & Communication / Television for students who commenced in 2009

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

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<td>AMB201</td>
<td>Marketing and Audience Research</td>
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<td>KJB102</td>
<td>Creative Industries: Making Connections</td>
</tr>
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<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
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Year 2, Semester 2

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<tr>
<td>KJB224</td>
<td>Feature Writing</td>
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<td>KCB202</td>
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<tr>
<td>KCB301</td>
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*Note: KCB201 will no longer be offered after 2010. Please refer to the 2010 course structure...
for the equivalent new unit.

Year 2, Semester 2
KPB110  The Movie, TV & New Media Business
SELECT Either KCB202 or KCB205:
KCB202  New Media 2: Applications and Implications
KCB205  Professional Communication
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Year 3, Semester 1
KCB301  Media Audiences
KPB105  Narrative Production
KPB303  Critical Thinking About Television
SELECT Either KCB302 or KCB304:
KCB302  Political Communication
KCB304  Managing Communication Resources

Course structure - Public Relations / International Journalism for students who commenced in 2009

Course Requirements
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Year 1, Semester 1
BSB126  Marketing
KJB101  Digital Journalism
KKB101  Creative Industries: People and Practices
KCB110  Introduction To Mass Communication

Year 1, Semester 2
AMB201  Marketing and Audience Research
AMB263  Introduction To Public Relations
KJB120  Newswriting
KKB102  Creative Industries: Making Connections

Year 2, Semester 1
AMB264  Public Relations Techniques
KJB121  Journalistic Inquiry
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Year 2, Semester 2
AMB372  Public Relations Planning
KJB280  International Journalism
SELECT Two from AMB202, AMB230 and AMB231:
AMB202  Integrated Marketing Communication
AMB230  Digital Promotions
AMB231  Marketing Communications Regulations and Ethics

Year 3, Semester 1
AMB374  Global Public Relations Cases
KJB224  Feature Writing
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Year 3, Semester 2
AMB379  Public Relations Campaigns
KJB337  Public Affairs Reporting
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Course structure - Public Relations / Media & Communication for students who commenced in 2009

Course Requirements
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Year 1, Semester 1
BSB126  Marketing
KCB101  Introduction to Media and Communication: Texts
KCB110  Introduction To Mass Communication
KKB101  Creative Industries: People and Practices

Year 1, Semester 2
AMB201  Marketing and Audience Research
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*Note: KCB201 will no longer be offered after 2010. Please refer to the 2010 course structure for the equivalent new unit.*

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<td>AMB379</td>
<td>Public Relations Campaigns</td>
</tr>
<tr>
<td>SELECT</td>
<td>A Complementary Studies unit</td>
</tr>
<tr>
<td>SELECT</td>
<td>A Complementary Studies unit</td>
</tr>
<tr>
<td>SELECT</td>
<td>A Complementary Studies unit</td>
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</table>

### Course structure - Public Relations / Television for students who commenced in 2009

**Course Requirements**

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or

### Year 1, Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>KCB110</td>
<td>Introduction To Mass Communication</td>
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<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
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<tr>
<td>KPB106</td>
<td>Australian Television</td>
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### Year 1, Semester 2

<table>
<thead>
<tr>
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<th>Course Title</th>
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<tbody>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
</tr>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
</tr>
<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
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### Year 2, Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
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<td>AMB264</td>
<td>Public Relations Techniques</td>
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<td>KPB105</td>
<td>Narrative Production</td>
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### Year 2, Semester 2

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<th>Course Title</th>
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<td>AMB372</td>
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<tr>
<td>KPB104</td>
<td>Film and Television Production Resource Management</td>
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<td>TV and Film Genres</td>
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### Year 3, Semester 1

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<th>Course Title</th>
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<tr>
<td>AMB374</td>
<td>Global Public Relations Cases</td>
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<td>KPB303</td>
<td>Critical Thinking About Television</td>
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<tr>
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<td>A Complementary Studies unit</td>
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### Year 3, Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>AMB379</td>
<td>Public Relations Campaigns</td>
</tr>
<tr>
<td>SELECT</td>
<td>Two from AMB202, AMB230 and AMB231:</td>
</tr>
<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
</tr>
<tr>
<td>AMB230</td>
<td>Digital Promotions</td>
</tr>
<tr>
<td>AMB231</td>
<td>Marketing Communications Regulations and Ethics</td>
</tr>
<tr>
<td>SELECT</td>
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</tr>
</tbody>
</table>

### Course structure - Television / International Journalism for students who commenced in 2009

**Course Requirements**

Published on: 16 May 2011
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

### Year 1, Semester 1
- BSB126 Marketing
- KCB110 Introduction To Mass Communication
- KJB101 Digital Journalism
- KKB101 Creative Industries: People and Practices

### Year 1, Semester 2
- KKB102 Creative Industries: Making Connections
- KPB101 Introduction to Film, TV and New Media Production
- KPB104 Film and Television Production Resource Management
- SELECT Either AMB220 or AMB263:
- AMB220 Advertising Theory and Practice
- AMB263 Introduction To Public Relations

### Year 2, Semester 1
- KJB120 Newswriting
- SELECT A Complementary Studies unit
- SELECT A Complementary Studies unit
- KPB105 Narrative Production

### Year 2, Semester 2
- AMB201 Marketing and Audience Research
- KJB121 Journalistic Inquiry
- KJB280 International Journalism
- KPB110 The Movie, TV & New Media Business

### Year 3, Semester 1
- KJB224 Feature Writing
- KPB303 Critical Thinking About Television
- SELECT A Complementary Studies unit
- SELECT A Complementary Studies unit

### Year 3, Semester 2
- KJB337 Public Affairs Reporting
- KPB112 TV and Film Genres
- SELECT A Complementary Studies unit
- SELECT A Complementary Studies unit

### General Course structure for students who commenced in 2008

**Course Requirements**

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

**IF27 CORE UNITS - 6 units required**
- AMB201 Marketing and Audience Research
- BSB126 Marketing
- KKB101 Creative Industries: People and Practices
- KKB102 Creative Industries: Making Connections
- SELECT Either AMB220 or AMB260:
- AMB220 Advertising Theory and Practice
- AMB260 Public Relations Theory and Practice
- SELECT Either KCB103 or KWB102:
- KCB103 Strategic Speech Communication
- KWB102 Media Writing

**MAJOR CORE UNITS - 12 units required - Select two of the following 6 unit majors**

**Advertising**
- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice
- AMB221 Advertising Copywriting
- AMB222 Media Planning
- AMB320 Advertising Management
- AMB321 Advertising Campaigns

Students who have completed AMB220 as part of the IF27 Core Units will need to choose one of the following three units:
- AMB202 Integrated Marketing Communication
- AMB230 Internet Promotion
- AMB330 Advertising Strategy and Planning

**Media and Communication**
- KCB101 Communication in the New Economy
- KCB103 Strategic Speech Communication
- KCB202 New Media Technologies
- KCB301 Media Audiences
- KCB302 Political Communication
- KCB304 Managing Communication Resources
Public Relations

AMB260  Public Relations Theory and Practice
AMB261  Media Relations and Publicity
AMB262  Public Relations Writing
AMB370  Public Relations Cases
AMB361  Public Relations Campaigns

Students who have completed AMB260 Introduction to Public Relations as part of the IF27 Core Units will need to choose two of the following three units. Students who have NOT completed AMB260 as part of their IF27 Core Units will need to choose one of the following three units:

AMB202  Integrated Marketing Communication
AMB230  Internet Promotion
AMB231  Marketing Communications Regulations and Ethics

Television

KPB101  Foundations of Film and Television Production
KPB104  Film and Television Production Resource Management
KPB105  Narrative Production
KPB106  Australian Television
KPB107  Television's Greatest Hits
KPB303  Critical Thinking About Television

* Students intending to take the Television major are required to take KWB102 Media Writing as one of their Faculty Core units (instead of KCB103 Strategic Speech Communication).

International Journalism

KJB101  Digital Journalism
KJB120  Newswriting
KJB121  Journalistic Inquiry
KJB224  Feature Writing
KJB280  International Journalism
KJB337  Public Affairs Reporting

Course structure - Advertising / International Journalism for students who commenced in 2008

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or

Year 1, Semester 1

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Title</th>
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<tbody>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>KJB101</td>
<td>Digital Journalism</td>
</tr>
<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either KCB103 or KWB102:</td>
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<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
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<tr>
<td>KWB102</td>
<td>Media Writing</td>
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Year 1, Semester 2

<table>
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<th>Unit Title</th>
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<tr>
<td>AMB200</td>
<td>Consumer Behaviour</td>
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<tr>
<td>AMB220</td>
<td>Advertising Theory and Practice</td>
</tr>
<tr>
<td>KJB120</td>
<td>Newswriting</td>
</tr>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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</table>

Year 2, Semester 1

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Title</th>
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<tbody>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
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<tr>
<td>AMB319</td>
<td>Media Planning</td>
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<tr>
<td>KJB121</td>
<td>Journalistic Inquiry</td>
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Year 2, Semester 2

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Title</th>
</tr>
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<tbody>
<tr>
<td>AMB318</td>
<td>Advertising Copywriting</td>
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<tr>
<td>KJB280</td>
<td>International Journalism</td>
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<tr>
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Year 3, Semester 1

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Title</th>
</tr>
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<tbody>
<tr>
<td>AMB320</td>
<td>Advertising Management</td>
</tr>
<tr>
<td>KJB224</td>
<td>Feature Writing</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either AMB202, AMB230 or AMB330:</td>
</tr>
<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
</tr>
<tr>
<td>AMB230</td>
<td>Digital Promotions</td>
</tr>
<tr>
<td>AMB330</td>
<td>Advertising Planning Portfolio</td>
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<tr>
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Year 3, Semester 2

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Title</th>
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<tbody>
<tr>
<td>AMB339</td>
<td>Advertising Campaigns</td>
</tr>
<tr>
<td>KJB337</td>
<td>Public Affairs Reporting</td>
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<td>A Complementary Studies unit</td>
</tr>
<tr>
<td>SELECT</td>
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</tbody>
</table>
## Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

### Year 1, Semester 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
</tr>
<tr>
<td>KPB106</td>
<td>Australian Television</td>
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</table>

### Year 1, Semester 2

<table>
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<tr>
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<th>Course Name</th>
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<td>AMB200</td>
<td>Consumer Behaviour</td>
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<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>AMB220</td>
<td>Advertising Theory and Practice</td>
</tr>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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### Year 2, Semester 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB319</td>
<td>Media Planning</td>
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<tr>
<td>KCB301</td>
<td>Media Audiences</td>
</tr>
<tr>
<td>KWB102</td>
<td>Media Writing</td>
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### Year 2, Semester 2

<table>
<thead>
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<th>Code</th>
<th>Course Name</th>
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<tr>
<td>AMB318</td>
<td>Advertising Copywriting</td>
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<tr>
<td>KCB202</td>
<td>New Media 2: Applications and Implications</td>
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<tr>
<td>SELECT</td>
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### Year 3, Semester 1

<table>
<thead>
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<th>Course Name</th>
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<tbody>
<tr>
<td>AMB320</td>
<td>Advertising Management</td>
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<tr>
<td>KCB201</td>
<td>New Media 1: Information and Knowledge</td>
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<td>SELECT</td>
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</tr>
<tr>
<td>KCB205</td>
<td>Professional Communication</td>
</tr>
<tr>
<td>KCB302</td>
<td>Political Communication</td>
</tr>
<tr>
<td>KKB304</td>
<td>Managing Communication Resources</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either AMB202, AMB230 or AMB330:</td>
</tr>
<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
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<tr>
<td>AMB230</td>
<td>Digital Promotions</td>
</tr>
<tr>
<td>AMB330</td>
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*Note: KCB201 will no longer be offered after 2010. Please refer to the 2010 course structure for the equivalent new unit.

### Year 3, Semester 2

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### Course structure - Advertising / Television for students who commenced in 2008

#### Year 1, Semester 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>BSB126</td>
<td>Marketing</td>
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<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
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<td>KPB106</td>
<td>Australian Television</td>
</tr>
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<td>KWB102</td>
<td>Media Writing</td>
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#### Year 1, Semester 2

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<th>Course Name</th>
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<tr>
<td>AMB200</td>
<td>Consumer Behaviour</td>
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<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>AMB220</td>
<td>Advertising Theory and Practice</td>
</tr>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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#### Year 2, Semester 1

<table>
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<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>AMB318</td>
<td>Advertising Copywriting</td>
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<td>KPB105</td>
<td>Film and Television Production Resource Management</td>
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#### Year 2, Semester 2

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<th>Course Name</th>
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<td>Advertising Management</td>
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<td>KKB304</td>
<td>Managing Communication Resources</td>
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<td>SELECT</td>
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<td>AMB202</td>
<td>Integrated Marketing Communication</td>
</tr>
<tr>
<td>AMB230</td>
<td>Digital Promotions</td>
</tr>
<tr>
<td>AMB330</td>
<td>Advertising Planning Portfolio</td>
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#### Year 3, Semester 1

<table>
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<th>Code</th>
<th>Course Name</th>
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<tbody>
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<tr>
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<td>Either AMB202, AMB230 or AMB330:</td>
</tr>
</tbody>
</table>
AMB202  Integrated Marketing Communication
AMB230  Digital Promotions
AMB330  Advertising Planning Portfolio
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Year 3, Semester 2
AMB339  Advertising Campaigns
KPB112  TV and Film Genres
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Course structure - Advertising / Public Relations for students who commenced in 2008

Course Requirements
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Year 1, Semester 1
BSB126  Marketing
KKB101  Creative Industries: People and Practices
SELECT  Either KCB103 or KWB102:
KCB103  Strategic Speech Communication
KWB102  Media Writing
SELECT  A Complementary Studies unit

Year 1, Semester 2
AMB200  Consumer Behaviour
AMB220  Advertising Theory and Practice
AMB260  Public Relations Theory and Practice
KKB102  Creative Industries: Making Connections

Year 2, Semester 1
AMB201  Marketing and Audience Research
AMB318  Advertising Copywriting
AMB319  Media Planning
AMB264  Public Relations Techniques

Year 2, Semester 2
AMB372  Public Relations Planning
SELECT  Either AMB202, AMB230 or AMB231:
AMB202  Integrated Marketing Communication
AMB230  Digital Promotions
AMB231  Marketing Communications Regulations and Ethics
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Year 3, Semester 1
AMB320  Advertising Management
AMB374  Global Public Relations Cases
SELECT  Either AMB202, AMB230 or AMB330:
AMB202  Integrated Marketing Communication
AMB230  Digital Promotions
AMB330  Advertising Planning Portfolio
SELECT  A Complementary Studies unit

Year 3, Semester 2
AMB372  Public Relations Planning
SELECT  Either AMB202, AMB230 or AMB231:

Course structure - Media & Communication / International Journ for students who commenced in 2008

Course Requirements
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Year 1, Semester 1
BSB126  Marketing
KCB101  Creative Industries: People and Practices
KJB101  Digital Journalism
KKB101  Creative Industries: Making Connections

Year 1, Semester 2
AMB201  Marketing and Audience Research
KJB101  Digital Journalism
KKB101  Creative Industries: People and Practices

Year 2, Semester 2
AMB201  Marketing and Audience Research
KJB120  Newswriting
KKB102  Creative Industries: Making Connections
SELECT  Either AMB220 or AMB263:
AMB220  Advertising Theory and Practice
AMB263  Introduction To Public Relations

Year 2, Semester 1
KCB103  Strategic Speech Communication
KCB301  Media Audiences
KJB121  Journalistic Inquiry
KWB102  Media Writing

Year 2, Semester 2
KCB202  New Media 2: Applications and Implications
KJB280  International Journalism
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Year 3, Semester 1
KCB201  New Media 1: Information and Knowledge
KJB224  Feature Writing
SELECT  Either KCB205, KCB302 or KCB304:
KCB205  Professional Communication
KCB302  Political Communication
KCB304  Managing Communication Resources
SELECT  A Complementary Studies unit

Note: KCB201 will no longer be offered after 2010. Please refer to the 2010 course structure for the equivalent new unit.

Year 3, Semester 2
KJB337  Public Affairs Reporting
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Course structure - Media & Communication / Television for students who commenced in 2008

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Year 1, Semester 1
BSB126  Marketing
KCB101  Introduction to Media and Communication: Texts
KKB101  Creative Industries: People and Practices
KWB102  Media Writing

Year 1, Semester 2
AMB201  Marketing and Audience Research
KKB102  Creative Industries: Making Connections
KPB104  Film and Television Production Resource Management
SELECT  Either AMB220 or AMB263:
AMB220  Advertising Theory and Practice
AMB263  Introduction To Public Relations

Year 2, Semester 2
KCB202  New Media 2: Applications and Implications
KPB101  Introduction to Film, TV and New Media Production
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Year 2, Semester 1
KCB103  Strategic Speech Communication
KCB301  Media Audiences
KPB106  Australian Television
SELECT  A Complementary Studies unit

Year 2, Semester 2
KCB202  New Media 2: Applications and Implications
KPB101  Introduction to Film, TV and New Media Production
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Year 3, Semester 1
KCB201  New Media 1: Information and Knowledge
KPB105  Narrative Production
KPB303  Critical Thinking About Television
SELECT  Either KCB205, KCB302 or KCB304:
KCB205  Professional Communication
KCB302  Political Communication
KCB304  Managing Communication Resources

*Note: KCB201 will no longer be offered after 2010. Please refer to the 2010 course structure for the equivalent new unit.

Year 3, Semester 2
KPB112  TV and Film Genres
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit
SELECT  A Complementary Studies unit

Course structure - Public Relations / International Journalism for students who commenced in 2008

Course Requirements
In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- A Minor PLUS 24cp of Unit Options; or
- 72cp of Unit Options

### Course Structure - Public Relations / Media & Communication for Students who commenced in 2008

#### Course Requirements

- In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
  - A Minor PLUS 24cp of Unit Options; or
  - 72cp of Unit Options

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
<th></th>
<th>Year 1, Semester 2</th>
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</tr>
</thead>
<tbody>
<tr>
<td>BSB126 Marketing</td>
<td>KJB101 Digital Journalism</td>
<td>AMB201 Marketing and Audience Research</td>
<td>AMB260 Public Relations Theory and Practice</td>
</tr>
<tr>
<td>KKB101 Creative Industries: People and Practices</td>
<td>SELECT Either KCB103 or KWB102:</td>
<td>KJB120 NewspOpts</td>
<td>KKB102 Creative Industries: Making Connections</td>
</tr>
<tr>
<td>KCB103 Strategic Speech Communication</td>
<td>KWB102 Media Writing</td>
<td>Year 2, Semester 1</td>
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<td>AMB264 Public Relations Techniques</td>
<td>KJB121 Journalistic Inquiry</td>
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<td>SELECT A Complementary Studies unit</td>
<td>SELECT A Complementary Studies unit</td>
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<td>Year 2, Semester 2</td>
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<tr>
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<td></td>
<td>AMB372 Public Relations Planning</td>
<td>KJB280 International Journalism</td>
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<td>SELECT Two from AMB202, AMB230 and AMB231:</td>
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<tr>
<td></td>
<td></td>
<td>AMB202 Integrated Marketing Communication</td>
<td>AMB230 Digital Promotions</td>
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<td>AMB230 Marketing Communications Regulations and Ethics</td>
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<td>Year 3, Semester 1</td>
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<td>AMB374 Global Public Relations Cases</td>
<td>KJB224 Feature Writing</td>
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<td>SELECT A Complementary Studies unit</td>
<td>SELECT A Complementary Studies unit</td>
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<td>Year 3, Semester 2</td>
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<td>AMB379 Public Relations Campaigns</td>
<td>KJB337 Public Affairs Reporting</td>
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<td>SELECT A Complementary Studies unit</td>
<td>SELECT A Complementary Studies unit</td>
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<td>Year 2, Semester 2</td>
<td></td>
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<tr>
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<td></td>
<td>AMB372 Public Relations Planning</td>
<td>KCB202 New Media 2: Applications and Implications</td>
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<tr>
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<td></td>
<td>SELECT Two from AMB202, AMB230 and AMB231:</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>AMB202 Integrated Marketing Communication</td>
<td>AMB230 Digital Promotions</td>
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<td>AMB231 Marketing Communications Regulations and Ethics</td>
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<td>Year 3, Semester 1</td>
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<tr>
<td></td>
<td></td>
<td>AMB374 Global Public Relations Cases</td>
<td>KCB201 New Media 1: Information and Knowledge</td>
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<tr>
<td></td>
<td></td>
<td>SELECT Either KCB205, KCB302 or KCB304:</td>
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<tr>
<td></td>
<td></td>
<td>KCB205 Professional Communication</td>
<td>KCB302 Political Communication</td>
</tr>
</tbody>
</table>
Course structure - Public Relations / Television for students who commenced in 2008

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Year 1, Semester 1

- BSB126 Marketing
- KKB101 Creative Industries: People and Practices
- KPB106 Australian Television
- KWB102 Media Writing

Year 1, Semester 2

- AMB201 Marketing and Audience Research
- AMB260 Public Relations Theory and Practice
- KKB102 Creative Industries: Making Connections
- KPB101 Introduction to Film, TV and New Media Production

Year 2, Semester 1

- AMB261 Media Relations and Publicity
- KPB105 Narrative Production
- SELECT A Complementary Studies unit
- SELECT A Complementary Studies unit

Year 2, Semester 2

- AMB262 Public Relations Writing
- KPB104 Film and Television Production Resource Management
- KPB107 Television's Greatest Hits
- SELECT A Complementary Studies unit

Year 3, Semester 1

- AMB374 Global Public Relations Cases
- KPB303 Critical Thinking About Television
- SELECT A Complementary Studies unit
- SELECT A Complementary Studies unit

Year 3, Semester 2

- AMB379 Public Relations Campaigns
- SELECT A Complementary Studies unit
- SELECT A Complementary Studies unit
- SELECT A Complementary Studies unit

Course structure - Television / International Journalism for students who commenced in 2008

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or
* 72cp of Unit Options

Year 1, Semester 1

- BSB126 Marketing
- KCB110 Introduction To Mass Communication
- KJB101 Digital Journalism
- KKB101 Creative Industries: People and Practices

Year 1, Semester 2

- KJB120 Newswriting
- KJB121 Journalistic Inquiry
- KPB105 Narrative Production
- SELECT Either AMB260 or AMB220:
  - AMB260 Public Relations Theory and Practice
  - AMB220 Advertising Theory and Practice

Year 2, Semester 1

- KKB102 Creative Industries: Making Connections
- KPB101 Introduction to Film, TV and New Media Production
- KPB104 Film and Television Production Resource Management
- SELECT Either AMB260 or AMB220:
  - AMB260 Public Relations Theory and Practice
  - AMB220 Advertising Theory and Practice

Year 2, Semester 2

- KJB120 Newswriting
- KJB121 Journalistic Inquiry
- KPB105 Narrative Production
Course structure for students who commenced in 2007 or earlier

Important Notice

Students who commenced this course in 2007 or earlier should contact their faculty (using the Discipline Contact email address above) for relevant course enrolment advice.

Creative Industries Minor Options

INSTRUCTIONS FOR MINORS


Please refer to the following study sequences to plan your program. You must complete 48 credit points (normally four 12 credit point subjects) from the specified units to achieve a minor, following semester of offer and unit prerequisites (where applicable) to determine order of enrolment. Any unit(s) that appear in these majors and/or minors and are also mandatory elsewhere in your course can not contribute towards the completion of these majors and/or minors. Any unit(s) that appear in multiple majors and/or minors can only contribute towards the completion of one of these majors or minors.

3D Visualisation

Description: The 3D Visualisation Minor offers you the opportunity to develop a fundamental understanding of current 3D computer graphics and visualisation. You will expand your 3D modelling skill set to include 3D character animation and real-time 3D followed by the creation of an interactive virtual environment.

KIB203 Introduction to 3D Computer Graphics
KIB221 Animation: CG Toolkit
KIB316 Virtual Environments
KIB325 Real-Time 3D Computer Graphics

Advanced Interactive Media

Description: This minor focuses on the design of interactive projects at the intersection of social and tangible media. Classes across the minor employ studio based approaches to teaching and learning, and as such provide students with space to develop their design practice through engaging project briefs.

KKB216 Graphical Development Environments for Media Interaction
KIB205 Programming for Visual Designers and Artists
KIB309 Embodied Interactions
KIB314 Tangible Media

Note: KKB216 is not offered in 2010

Animation

Description: The aim of this minor is to provide you with a broad understanding of animation through the combination of units that encompass drawing for animation with a unit that addresses computer animation processes. This is then contextualized through Animation Practices, which covers the history of animation and considers the cultural significance of the form, and the diversity of practices.

Instructions: Choose any four (4) of the following six units

KIB105 Animation and Motion Graphics
KIB108 Animation History and Practices
KIB203 Introduction to 3D Computer Graphics
KIB225 Character Development, Conceptual Design and Animation Layout
KVB105 Drawing for Design
KVB106 Drawing for Animation
Art History

Description: This minor presents an introduction to the Second major art movements and issues in twentieth- and twenty-first century art. It actively fosters skills of visual and textual literacy by combining both in a coherent package of study. It will supplement the study for those interested in the arts as well as cognate disciplines such as design, fashion, media and architecture.

KVB102 Modernism
KVB103 Australian Art
KVB211 Post 1945 Art
KVB304 Contemporary Art Issues

Art, Design and Architecture

Description: This minor introduces you to the cognate disciplines of art, design and architecture. Aspiring practitioners who wish to understand the historical and intellectual traditions of their fields will benefit from this minor, as will those who are considering future honours and postgraduate study in this field.

DAB325 Architecture in the 20th Century
DEB102 Introducing Design History
KVB212 Australian Art, Architecture and Design
KVB306 Video Art and Culture

Audience and User Research

Description: The value of much creative and business activity is determined by its success with audiences and users and the ability to understand and research the people who engage with your outputs is vital. This minor provides you with a conceptual understanding of how audiences use media and cultural products and teaches practical skills in conducting qualitative and quantitative audience research.

KCB102 Media Myth Busting 1
KCB105 Media Myth Busting 2
KCB203 Consumption Matters: Consumer Cultures and Identity
KCB301 Media Audiences

Communication for the Professions

Description: This minor provides you with opportunity to understand the parameters of the journalism and professional communication fields.

KCB103 Strategic Speech Communication
KCB302 Political Communication
KCB304 Managing Communication Resources

KWB103 Persuasive Writing
KWB106 Corporate Writing and Editing

Creative Writing

Description: This minor aims to prepare you with skills and knowledge in the area of creative writing and to enhance your critical, analytical and peer-reviewing skills.

KWB101 Introduction to Creative Writing
KWB102 Media Writing
KWB104 Creative Writing: The Short Story
KWB107 Creative Non-Fiction
KWB207 Great Books: Creative Writing Classics
KWB313 Novel and Memoir

* Please note: KWB204 is permitted to count towards this unit set.

Dance Studies

Description: This minor provides the opportunity to approach dance as a subject for critical, analytical and contextual study.

KDB105 Architecture of the Body
KDB106 Dance Analysis
KDB110 Deconstructing Dance in History
KDB204 Australian Dance
KDB225 Music Theatre Skills

Digital Media

Description: This minor provides you with the opportunity to understand the guiding principles behind new modes of communication and creative industries practice.

KIB101 Visual Communication
KIB103 Introduction to Web Design and Development
KCB201 New Media 1: Information and Knowledge
KCB202 New Media 2: Applications and Implications
KVB306 Video Art and Culture

Drama

Description: This minor provides you with introductory concepts and practices underpinning contemporary performance-making.

KDB225 Music Theatre Skills
KTB103 Performing Skills 1: Character and Scene
KTB104 Performance Innovation
KTB106 Performing Skills 2: Style and Form
<table>
<thead>
<tr>
<th>Minor</th>
<th>Units</th>
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<tbody>
<tr>
<td><strong>Entertainment</strong></td>
<td>KTB204 Understanding Performance</td>
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<td>KTB305 The Entrepreneurial Artist</td>
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<td></td>
<td><strong>Description:</strong> This minor provides you with an understanding of mainstream commercial culture that appeal to large audiences and an understanding both of business and creative processes.</td>
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<tr>
<td></td>
<td>BSB126 Marketing</td>
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<td>KWB102 Media Writing</td>
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<td>KXB101 Introduction to Entertainment</td>
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<td>KXB102 Global Entertainment</td>
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<td>KXB201 Entertainment Practice: Balancing Creativity and Business</td>
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<td><strong>Fashion</strong></td>
<td>KFB103 Introduction to Fashion</td>
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<td>KFB106 Unspeakable Beauty: A History of Fashion and Style</td>
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<td>KFB206 Fashion and Modernity</td>
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<td>KFB207 Contemporary Fashion</td>
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<tr>
<td><strong>Graphic Design</strong></td>
<td>KIB101 Visual Communication</td>
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<td>KIB230 Interface and Information Design</td>
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<td>KIB335 Typography and Illustration</td>
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<td>KIB338 Print Media</td>
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<td>KVB204 Graphic Design</td>
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<tr>
<td><strong>Interactive and Visual Design</strong></td>
<td><strong>Description:</strong> This minor aims to prepare you with skills and knowledge in the area of visual design and communication for a range of print and electronic media contexts. It will provide you with a foundation in the conceptual and theoretical aspects of visual communication, graphic design and print media, and the technical skills required to apply them in studio projects.</td>
</tr>
<tr>
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<td>Instructions: Complete four (4) of the following five units</td>
</tr>
<tr>
<td></td>
<td>KIB101 Visual Communication</td>
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<td>KIB230 Interface and Information Design</td>
</tr>
<tr>
<td></td>
<td>KIB335 Typography and Illustration</td>
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<tr>
<td></td>
<td>KIB338 Print Media</td>
</tr>
<tr>
<td></td>
<td>KVB204 Graphic Design</td>
</tr>
<tr>
<td><strong>Music Studies</strong></td>
<td>KWB108 Introduction To Literary Studies</td>
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<td>KWB109 Writing Australia</td>
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<td>KWB206 Youth and Children's Writing</td>
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<td>KWB208 Modern Times (Literature and Culture in the 20th Century)</td>
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<tr>
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<td>KWB308 Wonderlands: Literature and Culture in the 19th Century</td>
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<tr>
<td></td>
<td><strong>Please note:</strong> KWB307 is permitted to count towards this unit set.</td>
</tr>
<tr>
<td><strong>Modern and Popular Literature and Culture</strong></td>
<td><strong>Description:</strong> This minor will provide you with a thorough grounding in a range of modern, cultural and popular texts.</td>
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<tr>
<td></td>
<td>KWB108 Introduction To Literary Studies</td>
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<td>KWB109 Writing Australia</td>
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<td>KWB206 Youth and Children's Writing</td>
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<td>KWB208 Modern Times (Literature and Culture in the 20th Century)</td>
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<td>KWB308 Wonderlands: Literature and Culture in the 19th Century</td>
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<td>KWB309 Popular Fictions, Popular Culture</td>
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<tr>
<td><strong>Journalism</strong></td>
<td>KJB101 Digital Journalism</td>
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<td>KJB120 Newswriting</td>
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<td>KJB121 Journalistic Inquiry</td>
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<td>KJB224 Feature Writing</td>
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<tr>
<td><strong>Literature</strong></td>
<td>KWB109 Writing Australia</td>
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<td>KWB206 Youth and Children's Writing</td>
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<td>KWB207 Great Books: Creative Writing Classics</td>
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<td>KWB208 Modern Times (Literature and Culture in the 20th Century)</td>
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<td>KWB209 Shakespeare, Then and Now</td>
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<td>KWB308 Wonderlands: Literature and Culture in the 19th Century</td>
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<td>* Please note: KWB307 is permitted to count towards this unit set.</td>
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<td></td>
<td><strong>Modern and Popular Literature and Culture</strong></td>
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<td>KWB109 Writing Australia</td>
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<td>KWB206 Youth and Children's Writing</td>
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<td>KWB208 Modern Times (Literature and Culture in the 20th Century)</td>
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<td>KWB308 Wonderlands: Literature and Culture in the 19th Century</td>
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<tr>
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<td>KWB309 Popular Fictions, Popular Culture</td>
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</tbody>
</table>
bels.
KDB225 Music Theatre Skills
KMB003 Sex Drugs Rock 'n' roll
KMB004 World Music
KMB107 Sound, Image, Text
KMB200 Music Scenes and Subcultures
  * Please note: KMB002 is permitted to count towards this unit set.
  * KMB200 will be offered from 2011.

Performance Events and Festivals
Description: This minor provides you with understandings and skills in creative industries performance and management.
KTB101 20th Century Performance
KTB207 Staging Australia
KTB210 Creative Industries Management
KTB211 Creative Industries Events and Festivals
KTB306 Directing for Performance Events and Festivals
SELECT One unit from either BSB126, KCB103 or KWB106:
  BSB126 Marketing
  KCB103 Strategic Speech Communication
  KWB106 Corporate Writing and Editing

Professional Writing
Description: The aim of this minor is to provide you with skills and knowledge in a variety of genres in the area of professional writing and to understand the demands of the writing and publishing industry.
KWB102 Media Writing
KWB103 Persuasive Writing
KWB106 Corporate Writing and Editing
KWB303 Writing and Publishing Industry

Screen Studies
Description: The aim of this minor is to provide students with an understanding of film and media, and their influence in social and cultural contexts.
KPB109 Film and TV History
KPB112 TV and Film Genres
KPB205 Documentary Theory and Practice
KPB206 International Cinema
KPB212 Australian Film and TV
  *Note: KPB203 is permitted to count towards this major if completed in 2010 or earlier.

Sound Studies
Description: This minor introduces you to the practical world of sound production tools and techniques together with a secure theoretical underpinning.
KKB216 Graphical Development Environments for Media Interaction
KMB119 Music and Sound Production 1
KMB129 Music and Sound Production 2
KMB252 Multi-Platform Sound Design
KMB301 The Music Industry
  * Please note: KMB004 is permitted to count towards this unit set. KMB106 will be discontinued at the end of 2010 and replaced by KMB252.
  *KMB106 is permitted to count towards this minor if completed in 2010 or earlier.

Television
Description: The aim of this minor is to provide students with theoretical and practical understandings of television production, distribution and reception.
KPB104 Film and Television Production Resource Management
KPB110 The Movie, TV & New Media Business
KPB112 TV and Film Genres
KPB202 Film and Television Business Skills: Entrepreneurship and Investment
KPB303 Critical Thinking About Television
KPB313 How to be a Producer

Visual Arts Practice
Description: This minor introduces you to the essential principles of visual literacy. You will develop the fundamental skills of working with 2D and 3D media and understand the frameworks of display and audience engagement in the visual arts.
KVB110 2D Media and Processes
KVB111 3D Media and Processes
KVB200 Exhibition and Display in the Visual Arts
KVB213 Graphic Investigation

Creative Industries Faculty Undergraduate University Wide Unit Options (previously elective options)

Creative Industries Faculty Undergraduate University Wide Units

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Please note: From 2010 elective units have been re-named Unit Options.

These unit offerings are current at the time of publication but are subject to change.

Rules for selecting Unit Options:
* you must obey any Unit Option rules as set out in your course requirements
* you cannot select a unit that forms part of the compulsory units of your course or the compulsory units of your chosen major area.
* you must have successfully completed any pre/co-requisite units applicable
* the offering of these units is subject to sufficient student enrolment numbers and staff availability
* some units are subject to quota restrictions
* KK33, KK34, KJ32, KM32, IX07, IX16 and IF27 students ONLY are permitted to select Unit Options from outside the Faculty of Creative Industries

Creative Writing & Literary Studies

KWB101 Introduction to Creative Writing
KWB102 Media Writing
KWB103 Persuasive Writing
KWB104 Creative Writing: The Short Story
KWB106 Corporate Writing and Editing
KWB107 Creative Non-Fiction
KWB108 Introduction To Literary Studies
KWB109 Writing Australia
KWB206 Youth and Children's Writing
KWB207 Great Books: Creative Writing Classics
KWB208 Modern Times (Literature and Culture in the 20th Century)
KWB209 Shakespeare, Then and Now
KWB308 Wonderlands: Literature and Culture in the 19th Century
KWB309 Popular Fictions, Popular Culture

* Please note: KWB307 is permitted to count as a Unit Option if completed in 2009 or earlier.

Dance

KDB105 Architecture of the Body
KDB106 Dance Analysis
KDB108 World Dance
KDB109 Funk, Tap and all that Jazz
KDB110 Deconstructing Dance in History
KDB204 Australian Dance

KDB225 Music Theatre Skills

Entertainment

KXB101 Introduction to Entertainment
KXB102 Global Entertainment
KXB201 *Entertainment Practice: Balancing Creativity and Business
  *Note: This unit will be offered from 2011.

Faculty

KKB004 Indigenous Creative Industries
KKB101 Creative Industries: People and Practices
KKB102 Creative Industries: Making Connections
KKB216 Graphical Development Environments for Media Interaction
KKB345 Creative Industries Project 1
KKB346 Creative Industries Project 2

Fashion

KFB103 Introduction to Fashion
KFB106 Unspeakable Beauty: A History of Fashion and Style
KFB205 Fashion and Style Journalism
KFB206 Fashion and Modernity
KFB207 Contemporary Fashion
KFB208 Fashion Portfolio
KFB209 Ragtrade: Wholesaling Fashion

Film & Television

KPB101 Introduction to Film, TV and New Media Production
KPB104 Film and Television Production Resource Management
KPB109 Film and TV History
KPB110 The Movie, TV & New Media Business
KPB112 TV and Film Genres
KPB113 TV and Film Text Analysis
KPB205 Documentary Theory and Practice
KPB206 International Cinema
KPB207 Film and Television Scriptwriting
KPB303 Critical Thinking About Television

* Please note: KPB102, KPB103, KPB106, KPB107, and KPB108 are permitted to count as Unit Options if completed in 2009 or earlier.

*KPB203 is permitted to count as a Unit Option if completed in 2010 or earlier.
### Interactive & Visual Design
- **KIB101** Visual Communication
- **KIB102** Visual Interactions
- **KIB103** Introduction to Web Design and Development
- **KIB104** Digital Media
- **KIB105** Animation and Motion Graphics
- **KIB108** Animation History and Practices
- **KIB201** Concept Development for Game Design and Interactive Media
- **KIB202** Enabling Immersion

### Journalism
- **KJB101** Digital Journalism
- **KJB120** Newswriting
- **KJB121** Journalistic Inquiry
- **KJB224** Feature Writing
- **KJB239** Journalistic Ethics and Issues
- **KJB280** International Journalism
- **KJB337** Public Affairs Reporting

### Media & Communication
- **KCB101** Introduction to Media and Communication: Texts
- **KCB102** Media Myth Busting 1
- **KCB103** Strategic Speech Communication
- **KCB104** Introduction to Media and Communications: Industries
- **KCB105** Media Myth Busting 2
- **KCB201** New Media 1: Information and Knowledge
- **KCB202** New Media 2: Applications and Implications
- **KCB203** Consumption Matters: Consumer Cultures and Identity
- **KCB302** Political Communication

### Music & Sound
- **KMB003** Sex Drugs Rock 'n' roll
- **KMB004** World Music
- **KMB107** Sound, Image, Text
- **KMB119** Music and Sound Production 1
- **KMB122** Music and Sound Concepts 1
- **KMB129** Music and Sound Production 2
- **KMB132** Music and Sound Concepts 2
- **KMB200** Music Scenes and Subcultures
- **KMB252** Multi-Platform Sound Design

* Please note: KMB002, KMB007, KMB104, KMB105, and KMB108 are permitted to count as Unit Options if completed in 2009 or earlier.

* KMB106 will be discontinued at the end of 2010 and replaced by KMB252.

* KMB106 is permitted to count as a Unit Option if completed in 2010 or earlier.

* KMB200 will be offered from 2011.

### Performance Studies
- **KSB215** Visual Theatre Design
- **KTB101** 20th Century Performance
- **KTB103** Performing Skills 1: Character and Scene
- **KTB104** Performance Innovation
- **KTB106** Performing Skills 2: Style and Form
- **KTB204** Understanding Performance
- **KTB207** Staging Australia
- **KTB210** Creative Industries Management
- **KTB211** Creative Industries Events and Festivals

### Visual Arts
- **KVB102** Modernism
- **KVB103** Australian Art
- **KVB104** Photomedia and Artistic Practice
- **KVB105** Drawing for Design
- **KVB106** Drawing for Animation
- **KVB108** Contemporary Asian Visual Culture
- **KVB110** 2D Media and Processes
- **KVB111** 3D Media and Processes
- **KVB211** Post 1945 Art
- **KVB212** Australian Art, Architecture and Design
- **KVB213** Graphic Investigation
- **KVB304** Contemporary Art Issues
- **KVB306** Video Art and Culture
- **KVB307** Theories of Spatial Culture

### Potential Careers:
Advertising Professional, Creative Writer, Government Officer, Guidance Officer, Information Officer, International Business Specialist, Internet Professional, Journalist, Marketing Officer/Manager, Media Industry Specialist, Organisational Communication Specialist, Policy Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Web Designer.

**UNIVERSITY OF TECHNOLOGY**

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**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:** 2008 SEM-1, 2008 SEM-2 and 2008 SUM  
**Incompatible with:** MIB204 or CTB200

**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.

**Prerequisite(s):** BSB126 or BSB116 or BSB117 or CTB126  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM  
**Incompatible with:** MIB204 or CTB200

**AMB201 MARKETING AND AUDIENCE RESEARCH**

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.

**Prerequisite(s):** BSB126 or CTB126 or BSB116 or BSB117  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2009 SEM-1, 2009 SEM-2 and 2009 SUM  
**Incompatible with:** MIB204 or CTB200

**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.

**Prerequisite(s):** 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

**AMB202 INTEGRATED MARKETING COMMUNICATION**

In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated
marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a 'total' approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.

**Prerequisite(s):** BSB126 or BSB116 or BSB117 or CTB126  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** COB207, MIB309

**AMB202 INTEGRATED MARKETING COMMUNICATION**

In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a 'total' approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.

**Prerequisite(s):** BSB126 or CTB126 or BSB116 or BSB117  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2009 SEM-1 and 2009 SEM-2  
**Incompatible with:** COB207, MIB309

**AMB202 INTEGRATED MARKETING COMMUNICATION**

In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a 'total' approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** COB207, MIB309  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB220 ADVERTISING THEORY AND PRACTICE**

This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.

**Prerequisite(s):** BSB126 or CTB126 or BSB116 or BSB117 or 48 credit points of approved prior study for non-Bachelor of Business students only  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2009 SEM-1 and 2009 SEM-2  
**Incompatible with:** COB308

**AMB220 ADVERTISING THEORY AND PRACTICE**

This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.

**Prerequisite(s):** BSB126 or BSB116 or BSB117 or CTB126 or 48 credit points of approved prior study for non-Bachelor of Business students only  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** COB308

**AMB220 ADVERTISING THEORY AND PRACTICE**

This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.

**Prerequisite(s):** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** COB308  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2  
**Incompatible with:** BSB126, CTB126, BSB116, or BSB117
period: 2010 SEM-1 and 2010 SEM-2

AMB221 ADVERTISING COPYWRITING
There are two parts to any copywriting process the thinking and the writing. In the first part, students learn to solve advertising problems through an understanding of the prospect and the product and the formulation of incisive creative strategy. In the second part, creative thinking techniques are applied and advertising concepts emerge from the creative strategy. Students' thinking and writing skills are refined in weekly workshops and culminate in a group project.
Prerequisite(s): AMB220 or COB308  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point  Incompatible with: COB304

AMB221 ADVERTISING COPYWRITING
There are two parts to any copywriting process the thinking and the writing. In the first part, students learn to solve advertising problems through an understanding of the prospect and the product and the formulation of incisive creative strategy. In the second part, creative thinking techniques are applied and advertising concepts emerge from the creative strategy. Students' thinking and writing skills are refined in weekly workshops and culminate in a group project.
Prerequisite(s): AMB220 or COB308  Contact hours: 3 per week  Campus: Gardens Point  Incompatible with: COB304

AMB222 MEDIA PLANNING
This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media plan are emphasised.
Prerequisite(s): AMB220  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Incompatible with: COB317

AMB222 MEDIA PLANNING
This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media plan are emphasised.
Prerequisite(s): AMB220  Contact hours: 3 per week  Campus: Gardens Point  Incompatible with: COB317

AMB230 INTERNET PROMOTION
This subject addresses an important area of business activity and explores the way in which the Internet is changing marketing practice. The foundations of promotion are examined and applied online. The nature, history, and social implications of the Internet are explored. The promotional mix is analysed with a strong focus on developing successfully integrated web sites for organisations. Learners will develop skills in strategic planning, creative strategy, design, web development as it relates to advertising and promotion, research, and campaign evaluation. Learners will gain important skills in the planning, developing and marketing of websites.
Prerequisite(s): BSB112 and BSB117; or BSB126 or CTB126; or 48 credit points of approved prior study for non-Business students only  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 SEM-2  Incompatible with: COB317

AMB230 DIGITAL PROMOTIONS
This subject addresses an important area of business activity and explores the way in which the Internet is changing marketing practice. The foundations of promotion are examined and applied online. The nature, history, and social implications of the Internet are explored. The promotional mix is analysed with a strong focus on developing successfully integrated web sites for organisations. Learners will develop skills in strategic planning, creative strategy, design, web development as it relates to advertising and promotion, research, and campaign evaluation. Learners will gain important skills in the planning, developing and marketing of websites.
Prerequisite(s): BSB112, CTB126, or BSB126 and 48 credit points of approved prior study for non-Business students only  Antirequisites: COB308  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 SEM-2  Incompatible with: COB317

AMB230 DIGITAL PROMOTIONS
This subject addresses an important area of business activity and explores the way in which the Internet is changing marketing practice. The foundations of promotion are examined and applied online. The nature, history, and social implications of the Internet are explored. The promotional mix is analysed with a strong focus on developing successfully integrated web sites for organisations. Learners will develop skills in strategic planning, creative strategy, design, web development as it relates to advertising and promotion, research, and campaign evaluation. Learners will gain important skills in the planning, developing and marketing of websites.
Prerequisite(s): BSB126 or CTB126; or BSB112 and
AMB260 PUBLIC RELATIONS THEORY AND PRACTICE
This unit introduces the student to the theory and research that serves as the foundation of the practice of public relations. The unit surveys the history of the discipline, the theories on which the discipline is based, and current models of practice. The unit focuses on understanding how to research and analyse the opinions of organisational publics in order to develop mutually beneficial relationships with those publics.
Prerequisite(s): BSB126 or BSB116 or BSB117 or CTB126 or 48 credit points of previous study for non-Business students only Contact hours: 3 per week Campus: Gardens Point Incompatible with: COB325

AMB261 MEDIA RELATIONS AND PUBLICITY
This unit will reflect the strong emphasis within public relations practice of media relations. It will introduce students to the theory of media effects and the role of mass media in public opinion formation and how these concepts contribute to campaign planning. It will also provide students with practical instruction in the development of media tools including media releases, media kits and media plans, and the use of publicity events in campaigns. New/interactive media will also be addressed.
Prerequisite(s): AMB260 Contact hours: 3 per week Campus: Gardens Point Incompatible with: COB329
period: 2008 SEM-1 and 2008 SEM-2

Incompatible with: COB329

AMB262 PUBLIC RELATIONS WRITING
This unit will introduce students to a range of public relations writing needs. With heavy practical emphasis, the students will create a substantial portfolio of writing across controlled and uncontrolled media. Writing for print and electronic forms is covered as well as new/interactive media. The writing process will be examined from the perspective of audience needs and emphasis will be placed on the research components of the writing exercise as well as the writing/rewriting cycle.
Prerequisite(s): AMB260  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2009 SEM-1 and 2009 SEM-2

Incompatible with: COB326

AMB262 PUBLIC RELATIONS WRITING
This unit will introduce students to a range of public relations writing needs. With heavy practical emphasis, the students will create a substantial portfolio of writing across controlled and uncontrolled media. Writing for print and electronic forms is covered as well as new/interactive media. The writing process will be examined from the perspective of audience needs and emphasis will be placed on the research components of the writing exercise as well as the writing/rewriting cycle.
Prerequisite(s): AMB260  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 SEM-2

AMB263 INTRODUCTION TO PUBLIC RELATIONS
This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to understand more about this important area of business.
Prerequisite(s): AMB260  Credit points: 12  Campus: Gardens Point

Teaching period: 2010 SEM-1 and 2010 SEM-2

Incompatible with: COB306

AMB264 PUBLIC RELATIONS TECHNIQUES
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.
Prerequisite(s): AMB212, CTB126, BSB116, or BSB117

Antirequisites: AMB261, AMB262  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB318 ADVERTISING COPYWRITING
Prerequisite(s): AMB220 or COB308

Equivalent: AMB221
Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB319 MEDIA PLANNING
Prerequisite(s): AMB220
Equivalent: AMB222

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

AMB320 ADVERTISING MANAGEMENT
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.
Prerequisite(s): AMB221 and AMB222  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 SEM-2

Incompatible with: COB306

AMB320 ADVERTISING MANAGEMENT
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.
Prerequisite(s): AMB318 or AMB221 and (AMB319 or AMB222)

Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1
issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.

Prerequisite(s): AMB221 and AMB222  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1  Incompatible with: COB300

AMB330 ADVERTISING PLANNING PORTFOLIO

This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.

Prerequisites: AMB318 or AMB221, and AMB319 or AMB222  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB330 ADVERTISING PLANNING PORTFOLIO

This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.

Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2009 SEM-1 and 2009 SEM-2  Incompatible with: COB300

AMB339 ADVERTISING CAMPAIGNS

Prerequisites: AMB320 and AMB330  Equivalents: AMB321  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB361 PUBLIC RELATIONS CAMPAIGNS

This unit focuses on the public relations campaign planning process from problem identification and research through to implementation, managing, and assessing a successful public relations campaign. In Public Relations Campaigns, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the public relations campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.

Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2009 SEM-1 and 2009 SEM-2  Incompatible with: COB306

AMB321 ADVERTISING CAMPAIGNS

This capstone advertising unit draws from all the theoretical, analytical, and applied material developed throughout the advertising major, and applies it to a client brief. Learners develop advertising solutions that incorporate all aspects of an advertising campaign, including objectives, budgeting, message development, message delivery, and measurement. The key emphasis is on the use of research to develop sound advertising strategy, which is then executed as creative and media ideas and evaluated through ongoing benchmarks.

Prerequisite(s): AMB221 and AMB222  Corequisite(s): AMB320  Contact hours: 3 per week  Campus: Gardens Point  Incompatible with: COB303

AMB321 ADVERTISING CAMPAIGNS

This capstone advertising unit draws from all the theoretical, analytical, and applied material developed throughout the advertising major, and applies it to a client brief. Learners develop advertising solutions that incorporate all aspects of an advertising campaign, including objectives, budgeting, message development, message delivery, and measurement. The key emphasis is on the use of research to develop sound advertising strategy, which is then executed as creative and media ideas and evaluated through ongoing benchmarks.

Prerequisite(s): AMB221 and AMB222  Corequisite(s): AMB320  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 SEM-2  Incompatible with: COB303

AMB330 ADVERTISING STRATEGY AND PLANNING

This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of
strategy development, campaign development and evaluation. It is designed to meet the students' interests in understanding how various campaign elements come together and to test their ability to integrate their prior learning in the introductory theory and practice units. To service the practice elements of public relations implementation, the unit incorporates a number of client service aspects. Students are expected to research, develop and present their plans. This unit incorporates real world clients to enhance the students' portfolios.

**Prerequisite(s):** AMB201 or MGB220 or CTB201, AMB261 and AMB262

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Incompatible with:** COB323, AMB381

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**AMB361 PUBLIC RELATIONS CAMPAIGNS**

This unit focuses on the public relations campaign planning process from problem identification and research through to strategy development, campaign development and evaluation. It is designed to meet the students' interests in understanding how various campaign elements come together and to test their ability to integrate their prior learning in the introductory theory and practice units. To service the practice elements of public relations implementation, the unit incorporates a number of client service aspects. Students are expected to research, develop and present their plans. This unit incorporates real world clients to enhance the students' portfolios.

**Prerequisite(s):** AMB201 or MGB220 or CTB201, AMB261 and AMB262

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2008 SEM-1 and 2008 SEM-2

**Incompatible with:** COB323, AMB381

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**AMB370 PUBLIC RELATIONS CASES**

This unit will provide students with an understanding of a wide range of public relations challenges in order to build a better range of experience with management level organisational issues. Australian and international cases will be used to explore different components of public relations practice.

**Prerequisite(s):** AMB261 or AMB262

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2008 SEM-1

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**AMB372 PUBLIC RELATIONS PLANNING**

This unit introduces students to the public relations planning process. Students build skills in planning by analysing the components, execution and evaluation of contemporary public relations campaigns. The public relations planning process, partnered with theoretical concepts and ethical considerations, is examined across practice contexts and areas.

**Prerequisites:** ((AMB263 or AMB260) and AMB264)) or (AMB261 and AMB262)

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**AMB374 GLOBAL PUBLIC RELATIONS CASES**

Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public relations discipline's practice and strengthen students' decision-making and critical thinking skills.

**Prerequisites:** AMB372, AMB261, or AMB262

**Equivalents:** AMB370

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**AMB379 PUBLIC RELATIONS CAMPAIGNS**

As the capstone unit, Public Relations Campaigns sees the student bring together the design, strategic planning and tactical preparation that underpins an effective public relations campaign. Students research, develop and present their plans for a real world client, enhancing their portfolio prior to graduation.

**Prerequisites:** AMB374 or AMB370, and AMB201 or CTB201

**Equivalents:** AMB361

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**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
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.

Contact hours: 4 per week   Campus: Gardens Point and Carseldine   Teaching period: 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER   Incompatible with: BSB116, CTB126

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.

Credit points: 12   Contact hours: 4 per week   Campus: Gardens Point and Caboolture   Teaching period: 2009 SEM-1, 2009 SEM-2 and 2009 SUM   Incompatible with: BSB116, CTB126

DAB325 ARCHITECTURE IN THE 20TH CENTURY
Designers in any discipline should possess the ability to appreciate the history of art, design and architecture. In addition, they should be able to analyse developments in design history from multiple perspectives. This unit is a survey course of the history and theory of architecture from the beginning of the 20th century to the present. Teaching and learning takes place through three forms of structured activity: lectures, tutorials, and online.

Assumed knowledge: DAB220 is assumed knowledge.   Equivalents: ADB011   Credit points: 12   Contact hours: 3 per week   Campus: Gardens Point   Teaching period: 2010 SEM-1

DEB102 INTRODUCING DESIGN HISTORY
This unit encompasses a broad survey of the history of design from the civilizations of antiquity to the opening of the 20th century – including architecture, industrial design, interior design and landscape architecture. It is a first year foundation unit and serves as preparation for more detailed and specialized studies in history and theory in subsequent years. Key designs, ideas and artefacts and the aesthetic, environmental, technological, socio-cultural and political factors that related to their production will be analysed.

Equivalents: ADB931   Credit points: 12   Contact hours: 3 per week   Campus: Gardens Point   Teaching period: 2010 SEM-1

KCB101 COMMUNICATION IN THE NEW ECONOMY
This unit introduces you to foundational ideas in the study of communication, drawing on examples of communication practice from contemporary society, and the historical development of both the media of mass communication and ways of theorising its development. The idea of the ‘new’ economy is the organising motif of the unit. The unit both introduces and problematises the discipline of communication as it confronts, engages and interpenetrates the new economy.

Credit points: 12   Contact hours: 3 per week   Campus: Kelvin Grove   Teaching period: 2009 SEM-1 and 2009 SEM-2

KCB101 INTRODUCTION TO MEDIA AND COMMUNICATION: TEXTS
This unit introduces you to foundational ideas in the study of communication, drawing on examples of communication practice from contemporary society, and the historical development of both the media of mass communication and ways of theorising its development. The idea of the ‘new’ economy is the organising motif of the unit. The unit both introduces and problematises the discipline of communication as it confronts, engages and interpenetrates the new economy.

Credit points: 12   Contact hours: 3 per week   Campus: Kelvin Grove   Teaching period: 2010 SEM-1 and 2010 SEM-2

KCB101 COMMUNICATION IN THE NEW ECONOMY
This unit introduces you to foundational ideas in the study of communication, drawing on examples of communication practice from contemporary society, and the historical development of both the media of mass communication and ways of theorising its development. The idea of the ‘new’ economy is the organising motif of the unit. The unit both introduces and problematises the discipline of communication as it confronts, engages and interpenetrates the new economy.

Contact hours: 3 per week   Campus: Kelvin Grove   Teaching period: 2008 SEM-1 and 2008 SEM-2

KCB102 MEDIA MYTH BUSTING 1
Innovations in media and communication technologies have been deeply implicated in the evolution of human society from ancient times to the present. This unit explores the enabling capacities of media and communications, as well as other aspects of media power from a variety of
This unit also explores key controversies and debates surrounding the relationships between media and society.

**Equivalent:** KCB140  **Credit points:** 12  **Contact hours:** 2.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KCB103 STRATEGIC SPEECH COMMUNICATION**

This unit is based in rhetorical and group communication theories, as a base for developing professionals who are articulate presenters, probing but empathic interviewers and interviewees, and good team players. Theory and practice are interrelated to develop understanding and self-reflexivity within students concerning their own communication skills, and to guide them to become effective leaders in the communication industries professions. Practice in simulated work situations will allow growth and learning in the laboratory of the classroom.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2008 SEM-1 and 2008 SEM-2  **Incompatible with:** KCB213, KCB180

**KCB103 STRATEGIC SPEECH COMMUNICATION**

This unit is based in rhetorical and group communication theories, as a base for developing professionals who are articulate presenters, probing but empathic interviewers and interviewees, and good team players. Theory and practice are interrelated to develop understanding and self-reflexivity within students concerning their own communication skills, and to guide them to become effective leaders in the communication industries professions. Practice in simulated work situations will allow growth and learning in the laboratory of the classroom.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2009 SEM-1 and 2009 SEM-2  **Incompatible with:** KCB213, KCB180

**KCB103 STRATEGIC SPEECH COMMUNICATION**

This unit is based in rhetorical and group communication theories, as a base for developing professionals who are articulate presenters, probing but empathic interviewers and interviewees, and good team players. Theory and practice are interrelated to develop understanding and self-reflexivity within students concerning their own communication skills, and to guide them to become effective leaders in the communication industries professions. Practice in simulated work situations will allow growth and learning in the laboratory of the classroom.

**Equivalent:** KCB213  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**KCB104 INTRODUCTION TO MEDIA AND COMMUNICATIONS: INDUSTRIES**

This unit provides an introduction to media and communications industries, with particular reference to the Australian media and communications industries and associated issues. The unit will examine aspects of broadcasting, magazines and publishing, popular music, film, the Internet and games industries, from social, industrial and cultural perspectives. You will be involved in discussion of current issues and media features.

**Equivalent:**  KCB150  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove

**KCB105 MEDIA MYTH BUSTING 2**

The research process (define problem, collect relevant information, analyse information, formulate conclusions/outcomes) underlies many decisions that confront media and communication professionals. This subject introduces foundational research skills and contextualises them with a number of media and communication problems. The unit involves qualitative and quantitative research methods including observation, focus groups, case studies, survey research and experiments studied in the context of media and communication problems and issues. You will carry out research using some of these methods, analyse the results and present their conclusions and recommendations.

**Equivalent:** KCB334  **Credit points:** 12  **Contact hours:** 3 per week, plus several lectures during semester  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KCB110 INTRODUCTION TO MASS COMMUNICATION**

This unit introduces you to the main theories of mass communication and to key contemporary issues in mass communication industries. Investigating topics such as ethical and legal issues in mass communication, the relationship between journalism and public relations, advertising and new media and the future of television, you will analyse and critique mass communication media and professional practice in a range of formats.  

**Assumed knowledge:** Concurrent enrolment in KKB101 is strongly recommended.  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

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KCB201 NEW MEDIA 1: INFORMATION AND KNOWLEDGE
This unit provides both a critical and conceptual introduction to the issues arising from the emergence of 'virtual communities', and a practical introduction to the skills and competencies required for the development and maintenance of successful online social networks. It considers issues arising from the development of online communities from the perspectives of corporate cultures and public or civic action, as well as questions of community, identity and social inequality in Internet culture, conflict management, and ethical and privacy issues on the Web.

Assumed knowledge:
* advanced academic writing skills
* advanced research and referencing skills in offline and online contexts
* good working knowledge of the Web and other new media technologies
* some practical experience using blogs, wikis, and/or social networking
Websites as a reader and/or contributor
* ability to conduct academic work independently and in groups

Assumed knowledge: KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts. Equivalents: KCB295

KCB202 NEW MEDIA 2: APPLICATIONS AND IMPLICATIONS
New media technologies now affect virtually all aspects of our life, from leisure to work. A thorough understanding of their social, cultural, political and economic impacts is crucial for creative industries practitioners. This unit identifies key new media technologies and provides a contextual understanding of their current roles and potential future trajectories.

Assumed knowledge:
* advanced academic writing skills
* advanced research and referencing skills in offline and online contexts
* good working knowledge of the Web and other new media technologies
* some practical experience using blogs, wikis, and/or social networking
Websites as a reader and/or contributor
* ability to conduct academic work independently and in groups

KCB202 NEW MEDIA TECHNOLOGIES
New media technologies now affect virtually all aspects of our life, from leisure to work. A thorough understanding of their social, cultural, political and economic impacts is crucial for creative industries practitioners. This unit identifies key new media technologies and provides a contextual understanding of their current roles and potential future trajectories.

Assumed knowledge:
* advanced academic writing skills
* advanced research and referencing skills in offline and online contexts
* good working knowledge of the Web and other new media technologies
* some practical experience using blogs, wikis, and/or social networking
Websites as a reader and/or contributor
* ability to conduct academic work independently and in groups

A knowledge of and ability to research consumer cultures is essential to those working in the Creative Industries: it is crucial to understand the ways in which consumption actively shapes not only media and production industries, but also the value and meanings of products themselves. This unit builds on your first-year studies, requiring you to synthesise and apply concepts and methodologies that you have learned in earlier units. This unit prepares you for your final year by focusing broader understandings of media, communication, and production through the lens of consumer cultures. The knowledge that you will gain in this unit will inform your professional, academic, and creative practices in your final year.

Assumed knowledge:
* Introductory understanding of the relationship between media texts, institutions and society
* Introductory skills in media text analysis (e.g. semiotics and discourse analysis)

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KCB301 MEDIA AUDIENCES
A knowledge of and ability to research audiences is essential to a detailed and comprehensive understanding of the media. The ability to undertake quantitative and qualitative research into various audience groupings, the use of associated analytical tools and the ability to critically analyse academic and industry based audience research are important skills for students undertaking research in Media Communication and those seeking employment in media industries.

Assumed knowledge:
* Introductory understanding of the relationship between media texts, institutions and society
* Introductory knowledge of the following, as they apply media or market research:
  - Quantitative and Qualitative research design
  - Basic statistical analysis skills
  - Qualitative research methods such as interviews and participant observation

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KCB305 PROFESSIONAL COMMUNICATION
Professional Communication focuses on knowledge and skills required for effective communication with colleagues, sponsors and clients in professional organisational settings. Unit activities will develop practical and critical skills in using qualitative and quantitative research design, basic statistical analysis skills, and qualitative research methods such as interviews and participant observation.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KCB301 MEDIA AUDIENCES
A knowledge of and ability to research audiences is essential to a detailed and comprehensive understanding of the media. The ability to undertake quantitative and qualitative research into various audience groupings, the use of associated analytical tools and the ability to critically analyse academic and industry based audience research are important skills for students undertaking research in Media Communication and those seeking employment in media industries.

Assumed knowledge:
* Introductory understanding of the relationship between media texts, institutions and society
* Introductory knowledge of the following, as they apply media or market research:
  - Quantitative and Qualitative research design
  - Basic statistical analysis skills
  - Qualitative research methods such as interviews and participant observation

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2008 SEM-1

Incompatible with: KCB349
KCB304 MANAGING COMMUNICATION RESOURCES

An understanding of controlled media (i.e., media in which the communicator, rather than a gatekeeper, controls the final content), in both print and electronic forms, is critical for professional communicators. Controlled media resources remain the most common tools developed during communication campaigns. This unit develops your ability to devise effective resources for clients. You will develop practical skills in managing projects, researching the audience, writing and designing resources, testing their work, and seeing the product through to final production. This unit involves desktop publishing training and offers you an opportunity to develop a print or electronic resource for a client.

Prerequisite(s): Completion of 72 credit points of study
Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2008 SEM-2  Incompatible with: KCB335

KCB304 MANAGING COMMUNICATION RESOURCES

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Prerequisites: Completion of 72 credit points of study
Credit points: 12  Contact hours: 5.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

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Prerequisite(s): Completion of 72 credit points of study
Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2009 SEM-1
### Kelvin Grove Teaching period: 2009 SEM-2

**Incompatible with:** KCB335

### KDB105 ARCHITECTURE OF THE BODY
This unit focuses on experiential awareness of the body, including an introduction to a working knowledge of anatomy, kinesiology and the movement potential of the body, both in theory and practice.

**Equivalents:** KDX104  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

### KDB106 DANCE ANALYSIS
This unit includes a study of the analysis of dance through a concentration on the dance as text and a study of various international historical and contemporary works.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

### KDB108 WORLD DANCE
This unit includes exposure to a range of culturally specific dance styles through practical workshops and a theory component providing contextual background to the styles taught.

**Equivalents:** KDB172  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

### KDB109 FUNK, TAP AND ALL THAT JAZZ
American and Western European popular and music theatre dances from the late 1900s to the present form the content base of this unit, drawing on three of the following styles: funk, tap, jazz and/or hip-hop. Dance technique and style pertinent to each dance form is taught in the practical classes, while in the theory component of the unit this content is interrogated through historical and cultural perspectives.

**Assumed knowledge:** For Health and Safety reasons, admission to this unit is dependent upon 1) an appropriate level of physical fitness to prevent injury (assessed in Orientation Week or Week One), and 2) having no pre-existing injuries.  
**Credit points:** 12  
**Contact hours:** 5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

### KDB110 DECONSTRUCTING DANCE IN HISTORY
This unit includes a study of various international historical and contemporary contexts of dance as art. It focuses on romanticism, classicism, modernism and postmodernism.

**Equivalents:** KDB125  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

### KDB204 AUSTRALIAN DANCE
This unit includes a study of the ritual, artistic and social functions of dance in contemporary Australian society.

**Equivalents:** KDB114  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

### KDB225 MUSIC THEATRE SKILLS
This unit provides students with an introduction to practical skills development in acting, dance and singing for music theatre.

**Equivalents:** KSB225, KSB011  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

### KFB103 INTRODUCTION TO FASHION
This unit provides an introduction to some of the complexities of the fashion system and is intended to provide a base for students wishing to pursue the subject of fashion as a major, sub-major or minor.

**Credit points:** 12  
**Contact hours:** 2.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

### KFB106 UNSPEAKABLE BEAUTY: A HISTORY OF FASHION AND STYLE
Fashion has been a defining feature of Western culture for over 500 years. Contemporary fashion regularly revisits earlier approaches to dressing the body. This unit studies key figures in the history of fashionable dress who defined the standards of beauty for their time. It provides students with a basis for understanding fashion as a significant form of visual culture as well as providing a vital sense of history.

**Credit points:** 12  
**Contact hours:** 2.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

### KFB205 FASHION AND STYLE JOURNALISM
This unit maps the scope and practice of fashion and style journalism in Australia and internationally. It will allow you to develop the skills necessary to conceptualise and produce fashion and style editorial content in a variety of styles and contexts.

**Assumed knowledge:** KFB103 plus completion of 72 credit points of study; or enrolment in a Creative Industries Postgraduate course is assumed knowledge  
**Equivalents:** KJB339  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

### KFB206 FASHION AND MODERNITY
In this unit students will examine the development of modern fashion. They will study the influence of various factors that affect changes in fashion, including major designers.

**Equivalents:** KFB105, KFB408  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1
KFB207 CONTEMPORARY FASHION
Fashion is a vital dimension to contemporary culture; it is art and industry, idea, image and product. In its truest sense all Fashion is Contemporary fashion. This unit draws on ideas developed in Introduction to Fashion to provide a context for the shifting terrain of contemporary fashion. The unit addresses content such as key developments in fashion since 1970, significant International and Australian contemporary designers and current trends in the consumption, production and presentation of fashion.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KFB208 FASHION PORTFOLIO
In the fashion design and associated industries digital illustration/graphic and presentation skills are increasingly necessary to present creative and professional work. Through the use of technology, fashion and textile designers, illustrators and photographers can present and enhance their applied creativity by augmenting traditional hand skills with a range of digital processes. This unit introduces the learner to this knowledge and to the processes and practices that will enable the student to develop a concept driven fashion portfolio.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KFB209 RAGTRADE: WHOLESALING FASHION
This unit focuses on the logistics and skills required in the industry, for the distribution and selling end of the fashion cycle. It will develop your understanding of the importance of international and national wholesale selling or order taking, through to fashion companies going direct to the final consumer.
The unit seeks to bring together the professional, creative and real world opportunities available in fashion industry selling strategies, with the business planning and sustainability strategies required for profitability. You will acquire skills and knowledge that will support and enhance your understanding of current and future trends in fashion business planning, entrepreneurial acumen and sales logistics, through practical application of the practices and strategies researched.

Assumed knowledge: KFB103, KFB208 plus completion of 72 credit points of study is assumed knowledge.
Credit points: 12  Contact hours: 3.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KIB101 VISUAL COMMUNICATION
Communication Design deals with visual communication and the creation of meaning through images. This unit will introduce you to the principles, production and presentation of visual design and communication.

Equivalents: KIB801  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KIB102 VISUAL INTERACTIONS
This unit further develops interface design skills for communications technologies including design priorities, Interaction, visual systems, refinement of concepts, project analysis and problem solving through presentation models.
Prerequisites: KIB101 or KIB801 or KPB101 or KPB150 or KPB155  Credit points: 12  Contact hours: 3.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KIB103 INTRODUCTION TO WEB DESIGN AND DEVELOPMENT
This unit provides an introduction to theories and skills underpinning the application of multimedia technology with the Creative Industries, providing a foundation of conceptual and practical skills related to contemporary modes of electronic hypermedia production, communication and publishing.
Antirequisites: INB271, KIP403  Credit points: 12  Contact hours: 3  per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KIB104 DIGITAL MEDIA
This unit explores multimedia development and design concepts and practices and investigates the user and user interaction principles.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KIB105 ANIMATION AND MOTION GRAPHICS
This unit provides an introduction to animation and motion graphics concepts and practices, with an emphasis on principles of design in motion
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KIB108 ANIMATION HISTORY AND PRACTICES
The unit is an introductory examination of the development of animation. It addresses social, cultural, economic and technological themes that have shaped notable practitioners and established animation as a significant medium for the expression of popular culture, artistic experiment and philosophical, social and political comment.
KIB205 PROGRAMMING FOR VISUAL DESIGNERS AND ARTISTS
As part of a contemporary art and design production, practitioners often need to understand aspects of computer programming. This unit provides artists and designers with an introduction to computer programming. It demonstrates how artists and designers use programming within their practices and introduces the principles of programming that will allow you to use computing as a tool for art and design innovation. The unit is presented in a manner that is suited to the learning styles of visual designers and artists, and requires no previous computer programming experience. These skills will developed and applied to the development of art and design outcomes in a studio setting.

Antirequisites: INB270
Assumed knowledge: Fluency in the use of typical multimedia software applications is assumed knowledge. Equivalents: KIB210
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KIB221 ANIMATION: CG TOOLKIT
CG Toolkit offers an in-depth look at the tools of animated production from within a studio setting. Continuing from Animation Studio 1: Preproduction, this unit looks at the tools and the processes involved in creating high level successful 3D computer animations for game development, film or television production, web or emergent media.

Prerequisites: (KIB203 or KIB107) and KIB220
Equivalents: KIB213
Credit points: 12
Contact hours: Up to 6 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KIB203 INTRODUCTION TO 3D COMPUTER GRAPHICS
The field of 3D computer graphics has grown from being a highly specialist field, supported by large film studios, into a vast and growing industry. Throughout film and television, scientific visualization, industrial and architectural design, physical modelling, animation and gaming; 3D visualisation has become a significant contributor to the construction of virtual worlds and the simulation of physical environments. This unit provides an introduction to the world of 3D graphics, paying particular attention to pre-production techniques, project management, 3D modelling techniques, and designing virtual environments. It establishes a foundation for advanced study in subsequent units on Real-time Computer Graphics and Virtual Environments. Theoretical understandings gained through lectures will be supplemented with technical skills in workshops, and applied to the production of 3D environments in design studios.

Equivalents: KIB814
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KIB225 CHARACTER DEVELOPMENT, CONCEPTUAL DESIGN AND ANIMATION LAYOUT
This unit emphasizes production in practice. By considering type and generic attributes within a technological context, you will be guided through the key concepts involved in the development of working drawings and final artworks.

Prerequisites: KIB203 or KIB107
Equivalents: KIB106, KIB807
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KIB230 INTERFACE AND INFORMATION DESIGN
With the advent of new technologies for communication, graphical user interfaces have become fundamental to the design of effective communication, and a key factor in the uptake, ease of use and experience of technology systems. This unit builds upon knowledge and skills acquired in units on visual communication and Web design to establish the knowledge and skills required to design and produce effective visual interfaces for technology applications such as Web, small screens in mobile media, and interactive displays. It will cover theories and principles of visual communication, information architecture and user
principals of real-time modeling, texture acquisition for real-time environments, and interaction design in the 3D context. Students enrolled in this unit will work in project teams to produce a significant 3D interactive environment within the context of a design studio.
Prerequisites: KIB325 Equivalents: KIB310, KIB821
Credits: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

KIB325 REAL-TIME 3D COMPUTER GRAPHICS
This unit provides the opportunity for extending the principles of 3D computer graphics into the emerging field of virtual environments that respond to interaction in real time. In this unit you will cover the principals of real-time modeling; texture acquisition for real-time environments and interaction design in the 3D context. This unit provides an opportunity where students studying 3D computer graphics can apply animation and interactive design principles to real-time spaces. These principles can be applied to the fields of game design and interactive 3D environments.
Prerequisites: KIB225 Equivalents: KIB310, KIB821
Credits: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KIB335 TYPOGRAPHY AND ILLUSTRATION
Typography and illustration are essential components of graphic design for both print and electronic media. This unit will focus on techniques of type design, appropriate use of type forms, the design and incorporation of lettering, and the expressive and communication uses of typography. It will also cover the history, uses, and processes of illustration and its application within visual design and communication. Lectures will introduce design history, techniques and approaches, which will be applied in design studios.
Prerequisites: KIB205 or INB385 Equivalents: KIB311
Credits: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KIB338 PRINT MEDIA
This unit builds on the visual communication and graphic design units to develop specialist skills in design layout and the creative production of print media. It will introduce the theory and principles involved in combining text, image and design elements into a coherent design layout and will extend this theory into practice through the development of advanced design publishing techniques. Theoretical understandings gained through lectures will be augmented with technical skills in workshops, and applied to the production of team-based, professional quality print projects in design studios.
Prerequisites: KVB204 Antirequisites: KCP361, KCP405 Credits: 12 Contact hours: 3 per week, plus several workshops during semester Campus: Kelvin Grove Teaching period: 2010 SEM-2
KJB101 DIGITAL JOURNALISM
This unit acquaints you with the uses journalists make of computers in their work: for word-processing, personal information management, time management, and gathering information for stories and journalism assignments by searching online and CD-ROM databases, by analysing public records with spreadsheets and by using email to interview sources found on Internet bulletin boards and in newsgroups, usergroups, and listservers.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2008 SEM-1 and 2008 SEM-2

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Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2009 SEM-1 and 2009 SEM-2

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Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KJB120 NEWSWRITING
In this unit you learn to think like journalists, to evaluate events for their potential news value, to record interviews and perform other reporting tasks and to write news stories. It includes the evolution and theories of reporting.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2008 SEM-1 and 2008 SEM-2

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In this unit you learn to think like journalists, to evaluate events for their potential news value, to record interviews and perform other reporting tasks and to write news stories. It includes the evolution and theories of reporting.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2009 SEM-1 and 2009 SEM-2

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Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2008 SEM-1 and 2008 SEM-2

KJB121 JOURNALISTIC INQUIRY
This unit develops the basic skills learnt in Newswriting: generating story ideas; researching; conducting interviews; finding news values and news angles and applying them in a practical context. You also learn about how practical newswriting skills fit into an online environment. You are introduced to the rigours of deadlines and have opportunities to write stories related to different news rounds throughout the semester.

Prerequisites: KJB120  Antirequisites: KJP402  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KJB121 JOURNALISTIC INQUIRY
This unit develops the basic skills learnt in Newswriting: generating story ideas; researching; conducting interviews; finding news values and news angles and applying them in a practical context. You also learn about how practical newswriting skills fit into an online environment. You are introduced to the rigours of deadlines and have opportunities to write stories related to different news rounds throughout the semester.

Prerequisite(s): KJB120  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2009 SEM-1 and 2009 SEM-2

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This unit develops the basic skills learnt in Newswriting: generating story ideas; researching; conducting interviews; finding news values and news angles and applying them in a practical context. You also learn about how practical newswriting skills fit into an online environment. You are introduced to the rigours of deadlines and have opportunities to write stories related to different news rounds throughout the semester.

Prerequisite(s): KJB120  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2008 SEM-1 and 2008 SEM-2

KJB224 FEATURE WRITING
Students conduct interviews and other research that they use to write Internet, newspaper and/or magazine articles that profile personalities or stories or that treat processes,
events and places to exploit their human-interest value.  
Prerequisite(s): KJB120 or KWB107/KWB381  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2008 SEM-1 and 2008 SEM-2

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Students conduct interviews and other research that they use to write Internet, newspaper and/or magazine articles that profile personalities or stories or that treat processes, events and places to exploit their human-interest value.  
Prerequisites: KJB120 or KWB107 or KWB381  
Antirequisites: KJP403  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1 and 2010 SEM-2

KJB280 INTERNATIONAL JOURNALISM
This unit identifies, compares and analyses the diversity of journalistic practice in different countries and regions. You will look at historical conditions that have led to variations in journalism across the world, how different politico-economic systems affect journalistic activity, and how and why different news media take distinct approaches to covering world issues. You will develop the cross-cultural awareness and background knowledge required to identify story ideas, relate to sources and produce news reports in different countries and cultural environments.  
Prerequisite(s): KJB120  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2009 SEM-2

KJB280 INTERNATIONAL JOURNALISM
This unit identifies, compares and analyses the diversity of journalistic practice in different countries and regions. You will look at historical conditions that have led to variations in journalism across the world, how different politico-economic systems affect journalistic activity, and how and why different news media take distinct approaches to covering world issues. You will develop the cross-cultural awareness and background knowledge required to identify story ideas, relate to sources and produce news reports in different countries and cultural environments.  
Prerequisite(s): KJB120 or KJP400  
Credit points: 12  
Contact hours: 4 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-2

KJB337 PUBLIC AFFAIRS REPORTING
This is an advanced reporting unit stressing the watchdog role of the news media using investigative techniques, including computer-assisted reporting, Internet and other online searching. You write news feature stories for possible publication, and engage in case study/role play exercises for understanding public events/processes and their relationships to news media. The unit is taught in three hour blocks over the first nine weeks of semester.  
Prerequisite(s): KJB120  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2008 SEM-2

KJB337 PUBLIC AFFAIRS REPORTING
This is an advanced reporting unit stressing the watchdog role of the news media using investigative techniques, including computer-assisted reporting, Internet and other online searching. You write news feature stories for possible publication, and engage in case study/role play exercises for understanding public events/processes and their relationships to news media. The unit is taught in three hour blocks over the first nine weeks of semester.  
Prerequisite(s): KJB120  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2009 SEM-2
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This is an advanced reporting unit stressing the watchdog role of the news media using investigative techniques, including computer-assisted reporting, Internet and other online searching. You write news feature stories for possible publication, and engage in case study/role play exercises for understanding public events/processes and their relationships to news media. The unit is taught in three hour blocks over the first nine weeks of semester.
Prerequisites: KJB120 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KKB004 INDIGENOUS CREATIVE INDUSTRIES
Every culture contains, within its approach to arts practice, the business of creativity. Learning and teaching in the Indigenous Creative Enterprise Unit, develops a sphere of shared knowledge designed to inspire sustainable arts praxis and production
Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2009 SEM-2

KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES
This unit introduces concepts of the creative industries and the work of creative industries practitioners and professionals who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner.
Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove and Caboolture Teaching period: 2009 SEM-2

KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS
The capacities to work collaboratively and to communicate effectively using multimedia technologies are essential characteristics for any Creative Industries professional. In this unit you will have the opportunity to acquire and apply collaborative principles and practices and multimedia communication skills in the production of creative content.
Prerequisite(s): Desirable: KKB101 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove and Caboolture Teaching period: 2009 SEM-2

KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS
This unit introduces concepts of the creative industries and the work of creative industries practitioners and professionals who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner.
Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove and Caboolture Teaching period: 2010 SEM-2

KKB004 INDIGENOUS CREATIVE INDUSTRIES
Every culture contains, within its approach to arts practice, the business of creativity. Learning and teaching in the Indigenous Creative Enterprise Unit, develops a sphere of shared knowledge designed to inspire sustainable arts praxis and production
Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2009 SEM-2

KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES
This unit introduces concepts of the creative industries and the work of creative industries practitioners and professionals who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner.
Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove and Caboolture Teaching period: 2008 SEM-1

KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS
The capacities to work collaboratively and to communicate effectively using multimedia technologies are essential characteristics for any Creative Industries professional. In this unit you will have the opportunity to acquire and apply collaborative principles and practices and multimedia communication skills in the production of creative content.
Prerequisite(s): Desirable: KKB101 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove and Caboolture Teaching period: 2008 SEM-2

KKB216 GRAPHICAL DEVELOPMENT ENVIRONMENTS FOR MEDIA INTERACTION
You will build interactive software systems for sampling, synthesising and manipulating media in real-time using
graphical programming environments (also known as “patcher languages”). This will enable you to design and implement custom audio/video software for live performances and/or installations.  

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove

**KKB345 CREATIVE INDUSTRIES PROJECT 1**  
The Faculty of Creative Industries intends that its graduates practice as professionals in their respective discipline or disciplines. Increasingly, a major part of such practice is the instigation, management, monitoring, and reporting on Creative Industries projects. This unit offers experience at participating in an advertised project that may be offered by one or more disciplines in the Faculty, and is designed to contribute towards students’ increased self-knowledge and confidence as practitioners in the Creative Industries.  

**Prerequisites:** Completion of 72 credit points of Creative Industries units (K%B% units)  
**Credit points:** 12  
**Contact hours:** About 150 hours across the semester.  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**KKB346 CREATIVE INDUSTRIES PROJECT 2**  
The Faculty of Creative Industries intends that its graduates practice as professionals in their respective discipline or disciplines. Increasingly, a major part of such practice is the instigation, management, monitoring, and reporting on Creative Industries projects. This unit offers experience at participating in an advertised project that may be offered by one or more disciplines in the Faculty, and is designed to contribute towards students’ increased self-knowledge and confidence as practitioners in the Creative Industries.  

**Prerequisites:** KKB345 (can be enrolled in the same teaching period)  
**Credit points:** 12  
**Contact hours:** About 150 hours across the semester. However when the project is combined with KKB345, then between 230-270 hours in duration across both projects.  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**KMB003 SEX DRUGS ROCK ‘N’ ROLL**  
In this unit, you gain an insight into the interaction between music and society by analysing the artistic, economic, and political landscape of the diverse, innovative music of the 21st century including rock and pop music, world music, dance music, indigenous music and new age music.  

**Equivalents:** KMB640  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-1

**KMB004 WORLD MUSIC**  
You will gain an awareness and better understanding of world music, its particular significance within Australia and its impact upon contemporary music through a series of lectures, demonstrations and tutorials.  

**Assumed knowledge:** A knowledge of music fundamentals is assumed knowledge.  
**Equivalents:** KMB631  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KMB107 SOUND, IMAGE, TEXT**  
This unit focuses on the rich and varied relationship between sound and image in a number of media and artforms, including film, music video, theatre, installation, mixed media performance and many more.  

**Equivalents:** KMB638  
**Credit points:** 12  
**Contact hours:** 2.5 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-2

**KMB119 MUSIC AND SOUND PRODUCTION 1**  
This unit introduces students to the fundamentals principles of music and sound production through a mix of theory and practice. Students gain an understanding of sound recording, sound production and live sound reinforcement and develop listening skills essential for music and sound production.  

**Equivalents:** KMB108, KMB621  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KMB122 MUSIC AND SOUND CONCEPTS 1**  
This is the first of two units exploring and engaging with key concepts in music and sound. The unit encompasses both criticism and analysis as well as creative practice and experimentation and draws on a wide spectrum of contemporary and historical music and sound examples.  

**Equivalents:** KMB130, KMB632  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KMB129 MUSIC AND SOUND PRODUCTION 2**  
This unit builds on Music and Sound Production 1. It introduces students to sound synthesis and signal processing and extends the students understanding of the approaches and aesthetics underpinning creative music and sound production. Students will further develop practical skills in music and sound composition and deepen their knowledge of the hardware and software commonly used in creative production.  

**Equivalents:** KMB105, KMB619  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KMB132 MUSIC AND SOUND CONCEPTS 2**  
This is the second of two units exploring and engaging with key concepts in music and sound. The unit extends the critical and analytical skills developed in Music and Sounds Concepts 1 as well as developing a broader understanding of strategies for creative practice and experimentation by
This unit introduces the principles and technologies of video production for both cinema and television. This includes the roles and responsibilities of production teams, production management, design and practice. Lecture delivery by experts in the major production areas of producing, directing, and cinematography, editing and sound informs this practice. You work in groups to produce videos which form a major part of their assessment.

**Equivalents:** KPB150, KPB155  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**KPB104 FILM AND TELEVISION PRODUCTION RESOURCE MANAGEMENT**

This unit considers the role of the producer and executive producer in film and television production with a particular focus on running a production. It considers the following: preparing and running a budget, achieving balance in above-the-line, below-the-line and marketing costs, casting and crewing a production, and legal and copyright issues.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SEM-2  
**Incompatible with:** KPB314

**KPB101 INTRODUCTION TO FILM, TV AND NEW MEDIA PRODUCTION**

This unit considers the role of the producer and executive producer in film and television production with a particular focus on running a production. It considers the following: preparing and running a budget, achieving balance in above-the-line, below-the-line and marketing costs, casting and crewing a production, and legal and copyright issues.

**Equivalents:** KPB314  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KPB104 FILM AND TELEVISION PRODUCTION RESOURCE MANAGEMENT**

This unit considers the role of the producer and executive producer in film and television production with a particular focus on running a production. It considers the following: preparing and running a budget, achieving balance in above-the-line, below-the-line and marketing costs, casting and crewing a production, and legal and copyright issues.

**Equivalents:** KPB314  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SEM-2  
**Incompatible with:** KPB101

**KPB101 FOUNDATIONS OF FILM AND TELEVISION PRODUCTION**

This unit introduces the principles and technologies of video production for both cinema and television. This includes the roles and responsibilities of production teams, production management, design and practice. Lecture delivery by experts in the major production areas of producing, directing, and cinematography, editing and sound informs this practice. You work in groups to produce videos which form a major part of their assessment.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2009 SEM-1 and 2009 SEM-2  
**Incompatible with:** KPB155

**KPB101 FOUNDATIONS OF FILM AND TELEVISION PRODUCTION**

This unit introduces the principles and technologies of video production for both cinema and television. This includes the roles and responsibilities of production teams, production management, design and practice. Lecture delivery by experts in the major production areas of producing, directing, and cinematography, editing and sound informs this practice. You work in groups to produce videos which form a major part of their assessment.

**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-2

**KPB104 FILM AND TELEVISION PRODUCTION RESOURCE MANAGEMENT**

This unit considers the role of the producer and executive producer in film and television production with a particular focus on running a production. It considers the following: preparing and running a budget, achieving balance in above-the-line, below-the-line and marketing costs, casting and crewing a production, and legal and copyright issues.

**Equivalents:** KPB314  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KPB104 FILM AND TELEVISION PRODUCTION RESOURCE MANAGEMENT**

This unit considers the role of the producer and executive producer in film and television production with a particular focus on running a production. It considers the following: preparing and running a budget, achieving balance in above-the-line, below-the-line and marketing costs, casting and crewing a production, and legal and copyright issues.

**Equivalents:** KPB314  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SEM-2  
**Incompatible with:** KPB101
focus on running a production. It considers the following: preparing and running a budget, achieving balance in above-the-line, below-the-line and marketing costs, casting and crewing a production, and legal and copyright issues.

**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2008 SEM-2  
**Incompatible with:** KPB314

**KPB105 NARRATIVE PRODUCTION**  
This unit builds on and advances basic understandings, skills and principles delivered in KPB101. An introduction to the skills of sound and lighting complements the earlier core skills of camera, editing, directing and production management. Assessment consists of the production of a short narrative video.

**Prerequisite(s):** KPB101/KPB155  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2008 SUM-2, 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** KPB185+KPB260

**KPB105 NARRATIVE PRODUCTION**  
This unit builds on and advances basic understandings, skills and principles delivered in KPB101. An introduction to the skills of sound and lighting complements the earlier core skills of camera, editing, directing and production management. Assessment consists of the production of a short narrative video.

**Prerequisite(s):** KPB101 or KPB155 or KPB150  
**Equivalents:** KPB185, KPB260  
**Credit points:** 12  
**Contact hours:** Average of 4 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**KPB105 NARRATIVE PRODUCTION**  
This unit builds on and advances basic understandings, skills and principles delivered in KPB101. An introduction to the skills of sound and lighting complements the earlier core skills of camera, editing, directing and production management. Assessment consists of the production of a short narrative video.

**Prerequisite(s):** KPB101/KPB155  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SUM-2, 2009 SEM-1 and 2009 SEM-2  
**Incompatible with:** KPB185+KPB260

**KPB106 AUSTRALIAN TELEVISION**  
This unit explores the historical and global contexts that have determined the nature of Australian television. It also examines the television industry in terms of the differing imperatives shaping public and private television. The unit in addition canvasses the interaction between television and its audiences. This is followed by a critique of a number of important television texts and then a study of the probable and possible futures for television in Australia.

**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2008 SEM-1  
**Incompatible with:** KPB209+KPB370

**KPB106 AUSTRALIAN TELEVISION**  
This unit explores the historical and global contexts that have determined the nature of Australian television. It also examines the television industry in terms of the differing imperatives shaping public and private television. The unit in addition canvasses the interaction between television and its audiences. This is followed by a critique of a number of important television texts and then a study of the probable and possible futures for television in Australia.

**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SEM-1  
**Incompatible with:** KPB209+KPB370

**KPB107 TELEVISION’S GREATEST HITS**  
An interest in television means you should be able to look critically and constructively at the types of programs (genres) made and broadcast, and to investigate the different types of stories that can be told through these different genres.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2008 SEM-2  
**Incompatible with:** KPB372-2

**KPB107 TELEVISION’S GREATEST HITS**  
An interest in television means you should be able to look critically and constructively at the types of programs (genres) made and broadcast, and to investigate the different types of stories that can be told through these different genres.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SEM-2  
**Incompatible with:** KPB372-2

**KPB109 FILM AND TV HISTORY**  
Television and film are among the most influential forms of representation developed over the past century. An appreciation of the history and influence of narrative styles and industrial movements emphasizes the important changes in technology and aesthetics that have contributed to making these media potent cultural forces. The history of narrative and movements needs to be considered alongside the production and viewing of television and film as entertainment, information and art.

**Equivalents:** KPB102, KPB359  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KPB110 THE MOVIE, TV & NEW MEDIA BUSINESS**  
The movie, TV and new media businesses are key parts of the entertainment industry, which is one of the biggest in the world. For anyone interested in working in these media an understanding of how they function as businesses is vital.
This unit provides an introduction to producing, writing and theoretical aspects of the movie, TV and new media businesses. 

**Equivalents:** KPB106, KPB209  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KPB112 TV AND FILM GENRES**
Genre matters — for creators of genre films and television productions, for distributors, and for audiences. Film and television genres continue to evolve in response to entertainment and artistic imperatives in the contemporary new media environment. It is therefore important to consider similarities, differences, and connections between related genres on film and television, as well as those genres unique to television.

**Equivalents:** KPB103, KPB107, KPB372-2  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KPB113 TV AND FILM TEXT ANALYSIS**
In an era when film and television texts are being transformed by digital media formats, media practitioners (including creative artists, critics, and educators) value a media literacy based on critical and informed approaches to textual analysis. Taking into account the new media environment, selected techniques for undertaking textual analysis are applied to popular film and television such as blockbuster movies and cult television programs.

**Equivalents:** KPB108, KPB130  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KPB202 FILM AND TELEVISION BUSINESS SKILLS: ENTREPRENEURSHIP AND INVESTMENT**
The business of television is all about spotting proposals at the concept stage with the potential to be made into successful programs, and about their creative management. This involves a number of personal skills, revolving around leadership, communication and encouragement of key creative personnel on one side, with presentation of ideas and team skills on the other. This unit builds from students' knowledge of management of the process and resources of production to the overarching skills of managing the creative process and maintaining a balance between risk taking and commercial prudence.

**Prerequisites:** KPB104 or KPB314  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KPB205 DOCUMENTARY THEORY AND PRACTICE**
The documentary filmmaking tradition has involved many crucial aesthetic, technical and ethical concerns throughout history. This unit introduces this significant tradition of documentary production. For KP25/KK34 (Film & Television) students, the unit is a preparation for the documentary practical production unit, through learning to assimilate the principles outlined in the unit into their own documentary screenplays. For non-KP25/KK34 (Film & Television) students, the unit provides an opportunity to address the theoretical underpinnings of the documentary form, and the processes of documentary production.

**Equivalents:** KPB358  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KPB206 INTERNATIONAL CINEMA**
This unit examines a range of national cinemas from a global perspective. Key theoretical approaches to national/international cinemas are covered, along with significant historical, textual, representational and ideological issues. The critical challenges posed by productions from these different cultures to Hollywood mainstream productions are also explored.

**Equivalents:** KPB344  
**Credit points:** 12  
**Contact hours:** 5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KPB207 FILM AND TELEVISION SCRIPTWRITING**
This unit focuses on the production of a sustained script for film or television.

**Equivalents:** KWB229, KWB105  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**KPB212 AUSTRALIAN FILM AND TV**
This unit includes the following: study of Australian film and television productions; new technological and global challenges.

**Equivalents:** KPB203, KPB343, KPB106  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove

**KPB303 CRITICAL THINKING ABOUT TELEVISION**
Students who have an interest in the social function of television should be encouraged to think critically about social, cultural and aesthetic issues regarding the medium.

**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2008 SEM-1  
**Incompatible with:** KPB371

**KPB303 CRITICAL THINKING ABOUT TELEVISION**
Students who have an interest in the social function of television should be encouraged to think critically about social, cultural and aesthetic issues regarding the medium.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SEM-1

CRICOS No. 00213J ABN 83 791 724 622
Incompatible with: KPB371

**KPB303 CRITICAL THINKING ABOUT TELEVISION**
Students who have an interest in the social function of television should be encouraged to think critically about social, cultural and aesthetic issues regarding the medium.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KPB313 HOW TO BE A PRODUCER**
Producers are key figures in the production of television, film and new media. This unit will take you through the key skills you need to work as a producer, including how to source funding for projects, putting together a creative team, and organising distribution and marketing.

**Prerequisites:** KPB104 or KPB314  **Equivalents:** KPB202  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove

**KSB215 VISUAL THEATRE DESIGN**
This unit considers the following: the role of visual expression in theatrical events; elements of space; approaches to researching design elements; bearing of text and resources on events; western and eastern influences.

**Prerequisites:** KSB105 or KSB274  **Assumed knowledge:** Concurrent enrolment in KSB211 and KSB217 is strongly recommended.  **Equivalents:** KSB276  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KTB101 20TH CENTURY PERFORMANCE**
In this unit you will investigate the major artistic movements of the 20th century; fields of performance practice dominant in the 20th century; key 20th century performance makers and innovators and theatricality and performance.

**Equivalents:** KTB251  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KTB103 PERFORMING SKILLS 1: CHARACTER AND SCENE**
This unit provides you with essential understanding of how to combine practical performance skills (involving body/voice/role) with analytical, research and group skills, into an overall methodology for creating performance, within a professional ethos.

**Equivalents:** KTB257  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KTB104 PERFORMANCE INNOVATION**
The aim of this unit is to give you an appreciation and understanding of performance innovation in both historical and contemporary contexts.

**Equivalents:** KTB271  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KTB106 PERFORMING SKILLS 2: STYLE AND FORM**
This unit is designed to be of benefit to anyone seeking to extend their understanding through workshop, rehearsal, performance, and the application of dramaturgical skills, of theatrical styles and forms other than realism. These could include Greek drama, commedia dell'arte, Shakespearean theatre, Restoration comedy, comedy of manners, epic theatre and theatre of the absurd.

**Equivalents:** KTB258  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KTB204 UNDERSTANDING PERFORMANCE**
In this unit you will investigate the nature of the performance event; performance in everyday life; theatricality and performance; trans-disciplinary performance theory and practice; the body in performance; site and performance; live and mediated performance; spectator and audience.

**Equivalents:** KTB275  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KTB207 STAGING AUSTRALIA**
This unit introduces key concepts and practices pertaining to Australian theatre and drama of the twentieth and twenty-first centuries. Theatre practices are explored in relation to broader social and political concerns.

**Equivalents:** KTB253  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KTB210 CREATIVE INDUSTRIES MANAGEMENT**
This unit introduces management techniques within the Australian creative industries environment including company structures, cultural policy, strategic management and leadership in the arts, legal, ethical, economical and social requirements of arts, boards, and entrepreneurial activity.

**Prerequisites:** Completion of 72 credit points of study or admission to KK86, KK88, KJ42 or IX96  **Equivalents:** KTB061  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KTB211 CREATIVE INDUSTRIES EVENTS AND FESTIVALS**
Combination of practical and theoretical investigation into how strategy and mission work in arts agencies in arts, events, promotion and public relations in Australia.

**Prerequisites:** Completion of 72 credit points of study or admission to KK86, KK88, KJ42 or IX96  **Antirequisites:** KTP406  **Equivalents:** KTB062  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove
Teaching period: 2010 SEM-2

KTB305 THE ENTREPRENEURIAL ARTIST
This unit is taken in the final three years of the Bachelor of Creative Industries Drama course. The program is designed to cover a range of artistic and economic areas, including: aesthetics, creativity, regulatory, administrative, legal and ethical issues related to the practice and business of the creative industries.
Prerequisites: Completion of 168 credit points of study
Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KTB306 DIRECTING FOR PERFORMANCE EVENTS AND FESTIVALS
This unit equips you with the basic analytical, organisational, interpretive and choreographic skills necessary to taking a creative performance project from conception through to realisation.
Prerequisites: Completion of 72 credit points of study
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KVB102 MODERNISM
This unit provides an overview of the key concepts and movements that comprise twentieth-century modernism in the period 1900-1945. Beginning with cubism, the unit provides an understanding of terms, such as avant-garde, modernism and modernity. It explains how modernism focuses upon the issue of representation and how this approach led to inter-disciplinary work, which engaged with film, photography, design, architecture and installation as well as the traditional visual arts.
Equivalents: KVB701  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KVB103 AUSTRALIAN ART
This unit focuses on Australian art over the course of the twentieth century, including the contemporary period. It gives you an understanding of the national, cultural and social frameworks within which this art has been produced and introduces a number of artists, artistic movements and issues within Australian art. It also considers the nature of indigenous art and its contribution to the complexity of Australian cultural identity. All of these issues are presented in order to help you understand the important role of Australian art as an expression of our cultural values throughout the twentieth century.
Equivalents: KVB702  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KVB104 PHOTOMEDIA AND ARTISTIC PRACTICE
This unit aims to provide you with an understanding of the aesthetic aspects of various photomedia concepts and processes and the artistic use of genres. It also aims to give you proficiency in alternative and experimental uses of photographic processes, establishing an understanding of investigative and creative research. By including a range of photographic processes as part of the photographic artist's repertoire, this unit aims to give you a broad range of choices and approaches to creating images. The unit encourages you to engage with photography as a medium for visual and artistic expression in order to extend your own photographic practice.
Equivalents: KVB509  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KVB105 DRAWING FOR DESIGN
This is a studio based unit that introduces you to media, processes, strategies and traditions of drawing and associated imagery for use in animated media. The development of critical/reflective frameworks of traditional and contemporary practice underpins studio development.
Equivalents: KVB755  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KVB106 DRAWING FOR ANIMATION
This unit develops individual knowledge, concepts and skills to enable you to articulate and present capabilities of motion through drawing for contemporary animation practices.
Equivalents: KVB756  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KVB108 CONTEMPORARY ASIAN VISUAL CULTURE
This unit considers the influences of historical visual arts, backgrounds, philosophical beliefs and trade on the symbolism, forms, techniques and uses of various artifacts in contemporary Asian visual art practice.
Equivalents: KVB444  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KVB110 2D MEDIA AND PROCESSES
This introductory unit is a studio course enabling you to explore, construct, analyse and interpret visual data through the 2D graphic modes of drawing, painting and printmaking.
Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KVB111 3D MEDIA AND PROCESSES
This first year unit introduces you to current contemporary art practices and concepts to assist you in making, analyzing and critiquing three dimensional artworks. As a second semester unit, this unit will develop foundational
skills in 3D media and processes to complement and augment understandings and knowledge of 2D media and processes.

**Credit points:** 12  
**Contact hours:** 5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KVB200 EXHIBITION AND DISPLAY IN THE VISUAL ARTS**
This unit addresses the development of the Museum in Western cultures and how that tradition manifests in current arts practices, such as in contemporary exhibitions, the display of collections, installation and site-specificity, audience interaction, curatorial activities such as didactic panels and virtual galleries. This unit will assist you in displaying objects and images from your own arts practice and/or the artwork of others in effective and appropriate ways.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KVB204 GRAPHIC DESIGN**
Graphic design is a long established field of study involving the presentation of aesthetic elements, image and text for the purpose of effective communication. New modes of reproduction, display and transmission are reshaping the way that text, images and messages are communicated. This unit will develop an understanding of enduring graphic design principles, emphasize the importance of targeted communication, and introduce new and innovative ways of approaching graphic design for contemporary media. You will apply these principles by articulating and graphically presenting design options for production in a range of mediums. Lectures will introduce graphic design principles, theory and practices and this knowledge will be applied in a range of contexts within design studios.

**Prerequisites:** KIB101 or KIB801 or KIP401
**Antirequisites:** KVP401  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KVB211 POST 1945 ART**
This unit introduces the historical, philosophical, economic, political, social, cultural, artistic and formal issues related to the production of art since 1945 and into the post-modern era. Major topics that are examined include the neo-avant-garde and art¿s engagement with consumerism. This unit is intended as a foundation skill-base for all students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture, landscape architecture, fashion and music.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KVB212 AUSTRALIAN ART, ARCHITECTURE AND DESIGN**
This unit aims to examine the impact of modernism upon the fields of visual art, architecture and design in Australia during the period between 1917 and 1967. It will also examine debates about modernism and provide a detailed historical background to the development of these three fields in Australia in response to the idea of modernism. It will build upon the background provided in units such as KVB102 Modernism and KVB103 Australian Art by providing more in-depth analysis of modernism in the Australian context. It will also develop the practical application of such principals in design exercises.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KVB213 GRAPHIC INVESTIGATION**
The interface between the graphic design, print and art environments is dynamic and pervasive. An awareness of contemporary practices through conceptual and cross-media investigations will allow you to interpret, create and engage in these environments.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KVB304 CONTEMPORARY ART ISSUES**
This unit is intended as a foundation skill-base for students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture and fashion. The unit introduces the economic, political, social, cultural, artistic and formal issues related to the production of art since 1990 in the contemporary era. By means of lectures, discussions and analysis of artworks and readings, the students' awareness of the conceptual, historical and philosophical contexts concerning artists and the artworks is heightened.

**Equivalents:** KVB712  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KVB306 VIDEO ART AND CULTURE**
Existing Visual Arts units examine a broad range of subjects addressing artistic media such as painting, sculpture and installation. The 'Video Art and Culture' unit supplements these by instituting a specialised study of artistic and cultural practice that focuses on new mass media technology. The unit therefore enhances, extends and updates knowledge of recent art strategies in contemporary society.

**Equivalents:** KVB703  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2
KVB307 THEORIES OF SPATIAL CULTURE
This unit provides the necessary critical evaluation of issues and practices that relate to considerations of space in modern and contemporary art, new media and culture in general. It provides a historical overview of key art practices that have focused their critical attention to the issue of space and the built environment. In order to function as an informed practitioner in the environment of public space you must acquire such knowledge because it will form the critical-analytical background to current debates and theories in the field of spatial culture and public art.

Upon completing this unit, you are able to understand and evaluate a number of Australian texts written and published over the last twenty-five years. Upon completing this unit, you are able to understand and

Equivalents: KVB704  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KWB101 INTRODUCTION TO CREATIVE WRITING
This course develops creative, critical and analytical skills in reading and writing a variety of creative textual forms. You acquire an understanding and some practice in crafting various forms of poetry and short fiction.

Equivalents: KWB250  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KWB102 MEDIA WRITING
This unit introduces you to the formats, terminology and protocols used in the preparation of proposal documents and short scripts. It will explore fundamental concepts including narrative structures, metaphors, point of view, plotting, character and voice. You will examine a range of professional scripts and development documents and be asked to apply their knowledge of typical script problems and solutions to their own work.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2008 SEM-1 and 2008 SEM-2  Incompatible with: KWB111

KWB102 MEDIA WRITING
This unit introduces you to the formats, terminology and protocols used in the preparation of proposal documents and short scripts. It will explore fundamental concepts including narrative structures, metaphors, point of view, plotting, character and voice. You will examine a range of professional scripts and development documents and be asked to apply their knowledge of typical script problems and solutions to their own work.

Antirequisites: KWP401  Equivalents: KWB111  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KWB103 PERSUASIVE WRITING
This unit teaches the use of persuasive writing in the workplace. The unit analyses a variety of writing genres to reveal how they persuade their audiences. The analysis is founded on critical discourse and semiotic theory. You will apply these learned techniques and theories to produce a portfolio of persuasive writing. It covers a range of genres such as public health campaigns, proposals, speechwriting and political persuasion.

Antirequisites: KWP402  Equivalents: KWB315  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KWB104 CREATIVE WRITING: THE SHORT STORY
The unit covers the writing of the short story in detail.

Antirequisites: KWP403  Equivalents: KWB350  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KWB106 CORPORATE WRITING AND EDITING
This unit deals with both the fundamentals of language (grammar, punctuation, style) and the dominant corporate writing genres (manuals, report, speeches, brochures).

Antirequisites: KWP405  Equivalents: KWB314  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KWB107 CREATIVE NON-FICTION
This unit covers the acquisition of practical and analytical skills in creative non-fiction writing in particular review writing on books, film, music, visual arts, fashion and food, as well as travel, scientific, essay, humorous and sports writing. The unit provides examples, techniques and practical exercises in non-fiction creative writing and editing, and the opportunity to develop individual work in the supportive context of in-class and small workshop groups. Potential publishing areas will be explored.

Equivalents: KWB381  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KWB108 INTRODUCTION TO LITERARY STUDIES
"The 'textualisation' of the world has been an important development in twentieth century theory in the West," (Fuery:57). What are texts? What do they mean? This unit addresses these issues by providing you with an introduction to conceptual frameworks derived from some of the major critical discourses that have impacted on our world.

Equivalents: KWB001, KWB716  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KWB109 WRITING AUSTRALIA
This unit provides you with opportunities to read, explore, discuss and evaluate a number of Australian texts written and published over the last twenty-five years. Upon completing this unit, you are able to understand and
critically interrogate texts pertinent to contemporary Australian society and culture. 
**Equivalents:** KWB002, KWB710  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KWB206 YOUTH AND CHILDREN’S WRITING**  
This unit includes children's and adolescent novels within the cultural context of nineteenth and twentieth century Australia, England and America. It focuses on textual analysis of major generic types and considers issues such as race, gender, class and regionalism in fiction for young Australians. 
**Equivalents:** KWB712  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KWB207 GREAT BOOKS: CREATIVE WRITING CLASSICS**  
This unit provides an overview of the enduring classic literary works. It will give you a better knowledge and understanding of the craft of storytelling and stimulate you to develop your own critical and creative writing as well as an understanding of yourself and others. The course commences with several of Chaucer's medieval tales and concludes with Vonnegut's modern anti-war classic Slaughterhouse Five. It includes Swift's biting satire and Emily Bronte's passionate Wuthering Heights. The unit aims to make such works accessible to students from all disciplines in the university, and provides valuable historical context and analysis of the writing craft in each case. 
**Antirequisites:** KWP407  
**Equivalents:** KWB301  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KWB208 MODERN TIMES (LITERATURE AND CULTURE IN THE 20TH CENTURY)**  
The twentieth century is a time of significant developments and major transformations in writing and culture. This unit focuses on a number of twentieth century writers from Europe, England, Africa, Asia, Australia the Americas, from modern to postmodern times, and explores the connections between texts, language, culture and society. 
**Equivalents:** KWB003, KWB321  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KWB209 SHAKESPEARE, THEN AND NOW**  
This unit is designed to introduce students to Shakespearean studies and the ongoing cultural importance of Shakespearean material. 
**Equivalents:** KWB004, KWB729  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KWB303 WRITING AND PUBLISHING INDUSTRY**  
This unit provides an introduction to the function and structure of the writing and publishing industry. 
**Equivalents:** KWB399  
**Credit points:** 12  
**Contact hours:** 2.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KWB308 WONDERLANDS: LITERATURE AND CULTURE IN THE 19TH CENTURY**  
This unit considers important contemporary cultural and social questions by way of readings in science fiction, fantasy fiction and fiction, class ideologies and revolutionary politics from a selection of novels and poetry of the nineteenth century. The novels and poems examine political and social change in Europe between 1790 and 1900, with a view to making critical links between current ideologies and literary forms and their formulation in a nineteenth century text. As such, works ranging from Frankenstein to Alice in Wonderland are deployed to consider the textual representations of important cultural, social, and sexual issues. 
**Assumed knowledge:** KWB108, KWB207, KWB208 and KWB209 is assumed knowledge. 
**Equivalents:** KWB005, KWB724  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KWB309 POPULAR FICTIONS, POPULAR CULTURE**  
The unit is designed to provide you with skills in understanding popular culture/s. It addresses the production of popular culture via a range of texts and mediums, and provides you with a framework by which they can critique the operations of popular cultures. 
**Equivalents:** KWB006, KWB725  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KWB313 NOVEL AND MEMOIR**  
This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of the novel and memoir, with an emphasis on story-level and narrative concerns. In Novel and Memoir, students will engage in detailed analysis from a writer’s point of view of how a novel is made – the problem-solving process, which includes overall and chapter structure, character development, and other key narrative elements. This unit also gives students a unique opportunity to consider the synergies and differences between writing novels and longer forms of life writing, with extended analysis of the conventions of memoir writing. Lectures, intensive workshop activities, self-directed creative practice, guided critical analysis, and on-line collaboration characterise the teaching and learning in this unit. 
**Credit points:** 12  
**Contact hours:** 3hr combined lecture and workshop per week, plus self-directed creative practice,
plus weekly analysis activities, plus peer reflection activities—ten hours in total. **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KXB101 INTRODUCTION TO ENTERTAINMENT**
The entertainment industries are by far the largest sector of the creative industries; in 2007, the global Entertainment industry was worth $2.4 trillion, and it is projected to grow to $3.5 trillion by 2012. Entertainment industries include but are not limited to: TV, popular music, major entertainment events, games, radio, entertainment marketing, sports media, theme parks, and movies. In this unit you will learn about the nature of entertainment, and how the entertainment industries work. This unit familiarises you with:

- The history of entertainment.
- Key characteristics of entertainment.
- The relationship between entertainment and the wider creative industries.
- Changes in entertainment over the period of modernity.
- The size and nature of entertainment industries.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KXB102 GLOBAL ENTERTAINMENT**
Entertainment and entertainment industries are a global phenomenon. In this unit you will learn about important entertainment industries in specific places—such as Bollywood, Hollywood, and South Korean computer games—as well as about the ways in which important entertainment forms such as soap operas, theme parks, sport as entertainment, and pop music (specifically Cantopop) work in different cultures around the world.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KXB201 ENTERTAINMENT PRACTICE: BALANCING CREATIVITY AND BUSINESS**
In this unit you will learn how creativity and business can work together to complement each other in the entertainment industries. This unit will assist you in developing your ability to combine entertainment creativity and business in productive ways. It unit addresses content such as: the current situation of the entertainment industries in Australia and globally, models of creativity, and the relationship between creativity and constraints such as business requirements. As part of your learning, you will write an entertainment proposal which demonstrates your ability to balance creative and business skills.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2