2017 Enrolment Advice
Program Enrolment Advice Session: None

<table>
<thead>
<tr>
<th>PROGRAM CODE</th>
<th>DGMK</th>
<th>YEAR LEVEL</th>
<th>First Semester Options All Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROGRAM NAME</td>
<td>Graduate Diploma in Marketing</td>
<td>CAMPUS</td>
<td>City West</td>
</tr>
<tr>
<td>ACADEMIC PLAN</td>
<td>Not Applicable</td>
<td>CAMPUS CENTRAL</td>
<td>(Please contact Campus Central if you need help with enrolling or have any queries about the information on this form)</td>
</tr>
<tr>
<td>CAMPUSS CENTRAL</td>
<td>Campus Central City West Level 2, Jeffrey Smart Building</td>
<td>1300 301 703</td>
<td>(Please contact the School Office if you have any other queries)</td>
</tr>
</tbody>
</table>

rachael.palcini@unisa.edu.au
8302 0723
DEFINITIONS:

Subject Area and Catalogue Number
A 4-letter subject area code plus a 4-digit catalogue number make up the course code, e.g. BIOL 1033. You can search for courses by using this code.

Class Number
A class number is a unique number used to identify individual classes held during a specified study period. You can use class numbers to enrol, starting with the class number of the enrolment class.

Enrolment Class
An Enrolment Class is the first class you enrol in for a particular course. This can be a lecture (LEC), tutorial (TUT), workshop (WSH), practical (PRA) or external (EXT). There may be multiple enrolment classes to choose between. All other classes will be related to the enrolment class and will display once you select your enrolment class.

Related Classes
Related classes are other components (i.e. a tutorial or practical) that make up the course. In some cases you may be automatically enrolled into a particular related class that is associated with the enrolment class you selected.

Auto Enrol Class
In some courses, once you select the Enrolment Class, you are automatically enrolled (Auto-Enrol) in a second (related) class (e.g. by choosing a tutorial you are automatically enrolled into the lecture). You may still be required to select another related class to complete your enrolment.

External Class
The external class number will be listed in the Classes column below. This number is the only enrolment class number you need to enter in ‘Manage my Enrolment’ when enrolling.
<table>
<thead>
<tr>
<th>Subject Area</th>
<th>Catalogue Number</th>
<th>Course Name</th>
<th>Classes</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARK</td>
<td>5025</td>
<td>Marketing Management</td>
<td>Enrol into 1 Seminar&lt;br&gt;Choose Class 24105 or 22582&lt;br&gt;Please refer to <a href="#">class timetable</a> for dates, times and room locations</td>
<td>Study Period 2 - regular offering</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>OR&lt;br&gt;Externally: 20015</td>
<td></td>
</tr>
<tr>
<td>MARK</td>
<td>5025</td>
<td>Marketing Management</td>
<td>Mon 23 January 9am-12pm and 4pm-7pm&lt;br&gt;Wed 25 January 9am-12pm and 4pm-7pm&lt;br&gt;Fri 27 January 9am-12pm and 4pm-7pm&lt;br&gt;Mon 30 January 9am-12pm and 4pm-7pm&lt;br&gt;Wed 1 February 9am-12pm and 4pm-7pm&lt;br&gt;Class 10141&lt;br&gt;Please refer to <a href="#">class timetable</a> for dates, times and room locations</td>
<td>INTENSIVE OFFERING&lt;br&gt;Study Period 1</td>
</tr>
<tr>
<td>MARK</td>
<td>5032</td>
<td>Influencing Consumer Behaviour</td>
<td>Enrol into 1 Seminar&lt;br&gt;Class 22943&lt;br&gt;Please refer to <a href="#">class timetable</a> for dates, times and room locations&lt;br&gt;OR&lt;br&gt;Externally: 20016</td>
<td>Study Period 2 - regular offering&lt;br&gt;Students are required to have completed MARK 5025 prior to undertaking this course.</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
<td>Delivery Details</td>
<td>Notes</td>
<td></td>
</tr>
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</tbody>
</table>
| MARK 5032  | Influencing Consumer Behaviour                   | Mon 23 January 9am-12pm
      Tues 24 January 9am-12pm
      Wed 25 January 9am-12pm
      Fri 27 January 9am-12pm
      Mon 30 January 9am-12pm
      Tues 31 January 9am-12pm
      Wed 1 February 9am-12pm
      Thurs 2 February 9am-12pm
      Fri 3 February 9am-12pm
      Mon 6 February 9am-12pm
Class 10030
Please refer to [class timetable](#) for dates, times and room locations | INTENSIVE OFFERING
Study Period 1
Students are required to have completed MARK 5025 prior to undertaking this course. |
| MARK 5033  | Marketing Strategy and Planning                  | Enrol into 1 Seminar
Class 20920
Please refer to [class timetable](#) for dates, times and room locations
OR
Externally: 20017 | Students are required to have completed MARK 5032 prior to undertaking this course. |
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Enrolment Options</th>
<th>Additional Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARK 5031</td>
<td><strong>Brand Management</strong>&lt;br&gt; <em>Previously called “Branding”</em></td>
<td>Enrol into 1 Seminar&lt;br&gt;Class 23756&lt;br&gt;Please refer to <a href="#">class timetable</a> for dates, times and room locations&lt;br&gt;OR&lt;br&gt;Externally: 20018</td>
<td>Students are required to have completed MARK 5032 prior to undertaking this course. This course is a marketing elective.</td>
</tr>
<tr>
<td>MARK 5080</td>
<td><strong>e-Marketing</strong></td>
<td>Enrol into 1 Seminar&lt;br&gt;Class 24949&lt;br&gt;Please refer to <a href="#">class timetable</a> for dates, times and room locations&lt;br&gt;OR&lt;br&gt;Externally: 20019</td>
<td>Students are required to have completed MARK 5025 prior to undertaking this course. This course is a marketing elective.</td>
</tr>
<tr>
<td>ACCT 5011</td>
<td><strong>Accounting for Management M</strong></td>
<td>Enrol into 1 Seminar&lt;br&gt;Choose class 21602 OR 22705 OR 23203 OR 23708 OR 24226&lt;br&gt;Please refer to <a href="#">class timetable</a> for dates, times and room locations&lt;br&gt;OR&lt;br&gt;Externally: 20039</td>
<td>This course is a business school core course.</td>
</tr>
</tbody>
</table>
| BUSS | 5114 | **People, Leadership and Performance**  
*Previously called “People, Organisation and Leadership”* | Enrol into 1 Seminar  
Choose class 23706 OR 24406  
Please refer to [class timetable](#) for dates, times and room locations  
OR  
Externally: 24567 | This course is a [business school core course](#) |
| BUSS | 5380 | **Global Business Environment** | Enrol into 1 Seminar  
Class 24388  
Please refer to [class timetable](#) for dates, times and room locations  
OR  
Externally: 24571 | This course is a [business school core course](#) |
| BUSS | 5XXX | **Business Elective** | Perform a [course search](#) to find an elective from the Business School | Students have the option to complete one marketing or business elective as a part of the Graduate Diploma Program |
NOTES:
1. The table above shows a list of courses that are in the program structure for the Graduate Diploma in Marketing (DGMK program) that are available to be studied in the first semester.
2. Students undertaking a full-time study load need to be enrolled in four courses. Students enrolled part-time need to enrol into two courses.
3. Students enrol in all courses for both study periods (Study Periods 2 & 5) at the beginning of the year.
4. Please ensure you check the course timetable to confirm the location and possible external mode offering for each course.

DGMK PROGRAM NOTES:
1. Marketing electives should be chosen from the list of prescribed elective courses. Note: Not all elective courses are available every study period. Business electives are chosen from any postgraduate courses in the Business School for which the student has satisfied the prerequisites.
2. This is a full fee-paying program.
3. The program can be completed within 12 months of full time study.
4. Any graduate of an Executive Certificate from the Advertising Federation of Australia (Ad School) who is enrolled in the Graduate Diploma in Marketing will receive credit towards one elective course.

EXTERNAL STUDENTS
Students studying off-campus. Administrative services for external students are located at Campus Central.

External mode includes online, distance education, industry placement or directed research. Virtual classrooms are deemed to be an external mode of delivery. External model does not normally include a face to face component, however some courses offered in external mode may require a small component of on-campus activity.

It is strongly recommended that you visit the External Students webpage to gain valuable information regarding your studies.
http://www.newdev.unisa.edu.au/study-skills/externalstudents.html

PART TIME STUDENTS
You can study part-time which means undertaking less than the load specified for full time status.

(Full-time load - The standard annual full-time load is 36 units or 1.0 EFTSL (Equivalent Full-Time Student Load). A student undertaking at least 75% of a full-time load for the academic year will be full-time for that year. A student who is undertaking at least 75% of a full-time load, for either the first half or second half of the year, will be full-time for that half year).

If you require further enrolment advice, please refer to the School contact details listed on the first page or contact Campus Central.