



2017 Enrolment Advice

Program Enrolment Advice Session: None

PROGRAM CODE	DGMK	YEAR LEVEL	First Semester Options All Years
PROGRAM NAME	Graduate Diploma in Marketing		
ACADEMIC PLAN	Not Applicable	CAMPUS	City West
CAMPUS CENTRAL (Please contact Campus Central if you need help with enrolling or have any queries about the information on this form)	Campus Central City West Level 2, Jeffrey Smart Building campuscentral.citywest@unisa.edu.au 1300 301 703	SCHOOL (Please contact the School Office if you have any other queries)	Rachael Palcini School of Marketing rachael.palcini@unisa.edu.au 8302 0723

DEFINITIONS:

Subject Area and
Catalogue Number
Class 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.

Enrolment Class

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.

Related Classes

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.

Auto Enrol Class

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.

External 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.

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.

First Semester (Study Period 2)

Full Time Students: Select four courses to complete in the first semester

Subject Area	Catalogue Number	Course Name	Classes	Notes
MARK	5025	Marketing Management	Enrol into 1 Seminar Choose Class 24105 or 22582 Please refer to class timetable for dates, times and room locations OR Externally: 20015	Study Period 2 - regular offering
MARK	5025	Marketing Management	Mon 23 January 9am-12pm and 4pm-7pm Wed 25 January 9am-12pm and 4pm-7pm Fri 27 January 9am-12pm and 4pm-7pm Mon 30 January 9am-12pm and 4pm-7pm Wed 1 February 9am-12pm and 4pm-7pm Class 10141 Please refer to class timetable for dates, times and room locations	INTENSIVE OFFERING Study Period 1
MARK	5032	Influencing Consumer Behaviour	Enrol into 1 Seminar Class 22943 Please refer to class timetable for dates, times and room locations OR Externally: 20016	Study Period 2 - regular offering Students are required to have completed MARK 5025 prior to undertaking this course.

MARK	5032	Influencing Consumer Behaviour	<p>Mon 23 January 9am-12pm Tues 24 January 9am-12pm Wed 25 January 9am-12pm Fri 27 January 9am-12pm</p> <p>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</p> <p>Mon 6 February 9am-12pm</p> <p>Class 10030</p> <p>Please refer to class timetable for dates, times and room locations</p>	<p>INTENSIVE OFFERING</p> <p>Study Period 1</p> <p>Students are required to have completed MARK 5025 prior to undertaking this course.</p>
MARK	5033	Marketing Strategy and Planning	<p>Enrol into 1 Seminar Class 20920</p> <p>Please refer to class timetable for dates, times and room locations</p> <p>OR</p> <p>Externally: 20017</p>	<p>Students are required to have completed MARK 5032 prior to undertaking this course.</p>

MARK	5031	Brand Management <i>Previously called "Branding"</i>	Enrol into 1 Seminar Class 23756 Please refer to class timetable for dates, times and room locations OR Externally: 20018	Students are required to have completed MARK 5032 prior to undertaking this course. This course is a <u>marketing elective</u>
MARK	5080	e-Marketing	Enrol into 1 Seminar Class 24949 Please refer to class timetable for dates, times and room locations OR Externally: 20019	Students are required to have completed MARK 5025 prior to undertaking this course. This course is a <u>marketing elective</u>
ACCT	5011	Accounting for Management M	Enrol into 1 Seminar Choose class 21602 OR 22705 OR 23203 OR 23708 OR 24226 Please refer to class timetable for dates, times and room locations OR Externally: 20039	This course is a <u>business school core course</u>

BUSS	5114	People, Leadership and Performance <i>Previously called "People, Organisation and Leadership"</i>	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 <u>business school core course</u>
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 <u>business school core course</u>
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 mode 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](#).