

School of Marketing – University of South Australia Business School

2018 External Timetable – Postgraduate Courses

Course	Area	Catalogue No.	Prerequisites	Study Period 2	Study Period 5
				26 Feb –10 June (includes exam period)	6 Aug – 18 Nov (includes exam period)
Marketing Core					
Marketing Management	MARK	5025	NIL	External Class Number 20138	External Class Number 50136
Buyer Behaviour Insights <i>(Previously called “Influencing Consumer Behaviour”)</i>	MARK	5032	MARK 5025 (Or studying MARK 5025 concurrently)	External Class Number 20116	
Advanced Marketing Analytics <i>(Previously called “Marketing Information & Analysis”)</i>	MARK	5064	MARK 5025		External Class Number 50016
Marketing Strategy & Planning	MARK	5033	MARK 5025	External Class Number 20153	External Class Number 50138
Marketing Electives					
Advertising: Theory & Practice	MARK	5024	MARK 5025		External Class Number 50105
Brand Management <i>Previously called “Branding”</i>	MARK	5031	MARK 5025	External Class Number 20112	
e-Marketing	MARK	5080	MARK 5025	External Class Number 20133	
Global Marketing <i>(Previously called “Marketing Across Borders M”)</i>	BUSS	5380	MARK 5025		External Class Number 50132