

School of Marketing – University of South Australia Business School

2018 Internal Timetable – Postgraduate Courses

| Course | Area | Catalogue No. | Prerequisites | Study Period 2 | Study Period 4 (Winter School) | Study Period 5 |
|--|------|---------------|---|--|---|---|
| | | | | 26 Feb –10 June (includes exam period) | 11 June– 5 Aug | 6 Aug – 18 Nov (includes exam period) |
| Marketing Core | | | | | | |
| Marketing Management | MARK | 5025 | NIL | <p>Mon 6pm-9pm Room: JS3-13A/B Class Enrol Number: 22038</p> <p>OR</p> <p>Tues 9am-12pm Room: JS4-11 Class Enrol Number: 22465</p> | <p>Intensive</p> <p>Monday 9 July - Friday 20 July (2 weeks)</p> <p>10am-1pm Room: JS3-13A Class Enrol Number: 40142</p> | <p>Mon 6pm-9pm Room: JS4-12A/B Class Enrol Number: 53908</p> <p>OR</p> <p>Tues 10am-1pm Room: JS3-13A/B Class Enrol Number: 51409</p> |
| Buyer Behaviour Insights <i>(Previously called “Influencing Consumer Behaviour”)</i> | MARK | 5032 | MARK 5025 (Or studying MARK 5025 concurrently) | <p>Tue 6pm-9pm Room: Y4-09 Class Enrol Number: 20235</p> | | |
| Advanced Marketing Analytics <i>(Previously called “Marketing Information & Analysis”)</i> | MARK | 5064 | MARK 5025 | | | <p>Thurs 6pm-9pm Room: JS3-13A Class Enrol Number: 52550</p> |
| Marketing Strategy & Planning | MARK | 5033 | MARK 5025 | <p>Thurs 10am-1pm Room: Y4-09 Class Enrol Number: 22039</p> | | |

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| Marketing Electives | | | | | | |
| Advertising: Theory & Practice | MARK | 5024 | MARK 5025 | | | Tues 5pm-8pm Room: Y4-09 Class Enrol Number: 52551 |
| Brand Management <i>(Previously called "Branding")</i> | MARK | 5031 | MARK 5025 | Wed 6pm-9pm Room Number: Y4-09 Class Enrol Number: 21608 | | |
| e-Marketing | MARK | 5080 | MARK 5025 | Mon 5pm-8pm Room Number: Y4-09 Class Enrol Number: 24590 | | |
| Global Marketing <i>(Previously called "Marketing Across Borders M")</i> | BUSS | 5380 | MARK 5025 | | | Tues 1pm-4pm Room Number: GK5-24 Class Enrol Number: 52384 |
| Advanced Specialist Topics in Marketing: (Topic for 2018: Premium Food and Wine Marketing) | MARK | 5077 | NIL | | Intensive Mon 25 June 9am-5pm Tuesday 26 June 9am-5pm Wednesday 27 June 9am-5pm Thursday 28 June 9am-5pm Friday 29 June 9am-5pm Wednesday 4 July 9am-12pm Room Number: Y4-09 Class Enrol Number: 40056 | |
| Wine Marketing | MARK | 5081 | NIL | | | Study Period 6 Course Intensive Mon 17 Sept 9am-5pm Tuesday 18 Sept 9am-5pm Wednesday 19 Sept 9am-5pm Thursday 20 Sept 9am-5pm Friday 21 Sept 9am-5pm Wednesday 26 Sept 9am-12pm Room Number: GK3-28 Class Enrol Number: 60040 |