

# 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)
<b>Marketing Core</b>						
<b>Marketing Management</b>	MARK	5025	NIL	Mon 6pm-9pm <b>Room: JS3-13A/B</b> <b>Class Enrol Number: 22038</b> OR Tues 9am-12pm <b>Room: JS4-11</b> <b>Class Enrol Number: 22465</b>	<b>Intensive</b> Monday 9 July - Friday 20 July (2 weeks) 10am-1pm <b>Room: JS3-13A</b> <b>Class Enrol Number: 40142</b>	Mon 6pm-9pm <b>Room: JS4-12A/B</b> <b>Class Enrol Number: 53908</b> OR Tues 10am-1pm <b>Room: JS3-13A/B</b> <b>Class Enrol Number: 51409</b>
<b>Buyer Behaviour Insights</b> <i>(Previously called “Influencing Consumer Behaviour”)</i>	MARK	5032	MARK 5025  (Or studying MARK 5025 concurrently)	Tue 6pm-9pm <b>Room: Y4-09</b> <b>Class Enrol Number: 20235</b>		
<b>Advanced Marketing Analytics</b> <i>(Previously called “Marketing Information &amp; Analysis”)</i>	MARK	5064	MARK 5025			Thurs 6pm-9pm <b>Room: JS3-13A</b> <b>Class Enrol Number: 52550</b>
<b>Marketing Strategy &amp; Planning</b>	MARK	5033	MARK 5025	Thurs 11am-2pm <b>Room: Y4-09</b> <b>Class Enrol Number: 22039</b>		

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				26 Feb –10 June (includes exam period)	11 June– 5 Aug	6 Aug – 18 Nov (includes exam period)
<b>Marketing Electives</b>						
<b>Advertising: Theory &amp; Practice</b>	MARK	5024	MARK 5025			Tues 5pm-8pm  Room: Y4-09 Class Enrol Number: 52551
<b>Brand Management</b> <i>(Previously called "Branding")</i>	MARK	5031	MARK 5025	Wed 6pm-9pm  Room Number: Y4-09 Class Enrol Number: 21608		
<b>e-Marketing</b>	MARK	5080	MARK 5025	Mon 5pm-8pm  Room Number: Y4-09 Class Enrol Number: 24590		
<b>Global Marketing</b> <i>(Previously called "Marketing Across Borders M")</i>	BUSS	5380	MARK 5025			Tues 1pm-4pm  Room Number: GK5-24 Class Enrol Number: 52384
<b>Advanced Specialist Topics in Marketing: (Topic for 2018: Premium Food and Wine Marketing)</b>	MARK	5077	NIL		<b>Intensive</b>  Mon 2 July 9am-5pm Tuesday 3 July 9am-5pm Wednesday 4 July 9am-5pm Thursday 5 July 9am-5pm Friday 6 July 9am-5pm Wednesday 11 July 9am-12pm  Room Number: Y4-09 Class Enrol Number: 40056	
<b>Wine Marketing</b>	MARK	5081	NIL			<b>Study Period 6 Course Intensive</b>  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