

School of Marketing – University of South Australia Business School

2019 External Timetable – Postgraduate Courses

Course	Area	Catalogue No.	Prerequisites	Study Period 2	Study Period 5
				4 March- 16 June (includes exam period)	5 Aug – 24 Nov (includes exam period)
Marketing Core					
Marketing Management	MARK	5025	NIL	External Class Number: 24968	External Class Number: 54686
Buyer Behaviour Insights <i>(Previously called “Influencing Consumer Behaviour”)</i>	MARK	5032	MARK 5025 (Or studying MARK 5025 concurrently)	External Class Number: 24961	
Advanced Marketing Analytics <i>(Previously called “Marketing Information & Analysis”)</i>	MARK	5064	MARK 5025		External Class Number: 54693
Marketing Strategy & Planning	MARK	5033	MARK 5025	External Class Number: 24969	External Class Number: 54687
Marketing Electives					
Advertising: Theory & Practice	MARK	5024	MARK 5025		External Class Number: 54695
Brand Management <i>Previously called “Branding”</i>	MARK	5031	MARK 5025	External Class Number: 24959	
e-Marketing	MARK	5080	MARK 5025	External Class Number: 24990	
Global Marketing <i>(Previously called “Marketing Across Borders M”)</i>	BUSS	5380	MARK 5025		External Class Number: 54595