

Student Name:		ID Number:
Program Code: DMMX	Total Courses: 12	Total Units: 54

Study Plan created by	Name:	Date:
-----------------------	-------	-------

Area/ Catalogue	Course Name	Previous Course	Pre Req	SP 2025	When to Enrol
INFS 5130	Fundamentals of Data Analytics for Business	Business Analytics and the Data-driven Organisation		2/5	SP2 2025
BUSS 5384	Business Ethics			2/5 EXT	SP2 2025
BUSS 5114	People, Leadership and Performance			2/5	SP2 2025
MARK 5024	Advertising: Theory and Practice		Co-Req MARK 5025	5	SP5 2025
MARK 5080	eMarketing		MARK 5025	2	SP2 2026
MARK 5079	Advertising: Planning and Buying Media		MARK 5025	2	SP2 2026
MARK 5031	Brand Management			2	SP2 2025
	Specialisation Elective				SP5 2025
	Specialisation Elective				SP2 2026
MARK 5025	Marketing Management **See Rule 4** OR Elective			2/5	SP5 2025
	Advanced Elective				SP5 2025
BUSS 5074	Strategic Concepts		36 units Must be completed as final course	2/5	SP2 2026

Additional Comments:

Specialisation Electives

Course Code	Course Name	Prerequisites	SP 2025	Advanced course
MARK 5032	Buyer Behaviour Insights	MARK 5025	2	Yes
MARK 5033	Marketing Strategy and Planning	MARK 5025	2	Yes
MARK 5064	Advanced Marketing Analytics	Co-req: MARK 5025	5	Yes
BUSS 5380	Global Marketing	Co-req MARK 5025	5	Yes

	CORE
	MAJOR
	ELECTIVE

All courses 4.5 units unless otherwise noted

***Please note that UniSA has 7 study periods each calendar year with Study Periods 1, 2 and 3 being the first half of the year (commonly known as semester 1) and Study Periods 4, 5, 6 and 7 being the second half of the year (commonly known as semester 2). (Study Period 7 courses can be scheduled anytime from November to February of the following year)**

The study plan above is a **guide** for this year **only** of your study with UniSA. You will be required to select and enrol in your courses each year based on your progress through your program.

Should you have less than 13.5 units to complete in any half year your enrolment will be considered to be part time for that half year and this will be noted on your record and included on your completion letter.

This Study Plan is based on UniSA's current program structure. UniSA reserves the right to vary the program structure and/or courses. Should this occur, a new Study Plan will be established, and the amount of credit granted may vary.

Rules:

1. BUSS 5074 Strategic Concepts is a capstone course and should be completed at the end of the program.
2. One of the electives need to be an advanced course (AQF Level 9).
3. Students undertaking the Transition to Masters pathway between the Bachelor of Business or Bachelor of Commerce (Accounting) and Master of Management (Advertising and Brand Management) program will receive credit for these courses INFS 5130, BUSS 5384, BUSS 5114 and MARK 5025.
4. Students who have not previously studied a relevant marketing course at undergraduate level are advised to enrol in MARK 5025 in place of one of their Electives prior to undertaking any of their Specialisation courses.

Notes:

1. Electives to be selected from the [Specialisation Elective list](#) or may be used to complete an international exchange, internship or Business School electives approved by the Program Director.
2. The Elective is to be selected from the Business Elective list or as approved by the Program Director.

How did we do today?

Complete our [Business Student Hub Survey](#) to let us know.
Survey responses are completely confidential.

<https://i.unisa.edu.au/students/business/support/hub/>
t +61 8 830 27141 | e enquiry@business.unisa.edu.au
CRICOS Provider No. 00121B