

Discipline, degree and course webpages

Frequently asked questions

The discipline, degree and course webpages were launched at the end of July 2017. They include tailored and relevant content for prospective students and offer a more engaging and flexible design.

We understand like for all changes, there are questions. So we have developed this list of frequently asked questions and an overview of where the content on the updated webpages come from.

For more information about the project visit the [Find a Program project site](#).

Section 1: Frequently Asked Questions

[How do I find degree information for withdrawn degrees and previous years?](#)

[I want to see degree structure – where do I find it?](#)

[A Program Director has changed, who do I notify?](#)

[It's a long page – how can I find information easily?](#)

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Section 2: About the discipline, degree and course webpages

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Section 1: Frequently Asked Questions

1. How do I find degree information for withdrawn degrees and previous years?

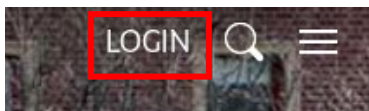
Future student degree pages, accessible via the University's external facing website, are designed to promote information to prospective students for upcoming and future intakes. Therefore, previous year information and withdrawn degrees are not included.

However, *current student degree pages* can still be easily accessed, including previous years and withdrawn degree information.

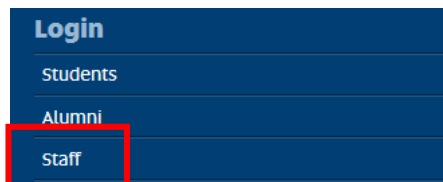
Current student degree pages are a shortened version of the future student page, containing only academic information and previous year records. These pages are only accessible through the University's staff and student portal search.

How to find current student degree pages:

1. On the UniSA home page, click LOGIN



2. Select Staff (or Students if applicable)



3. Login to myUniSA

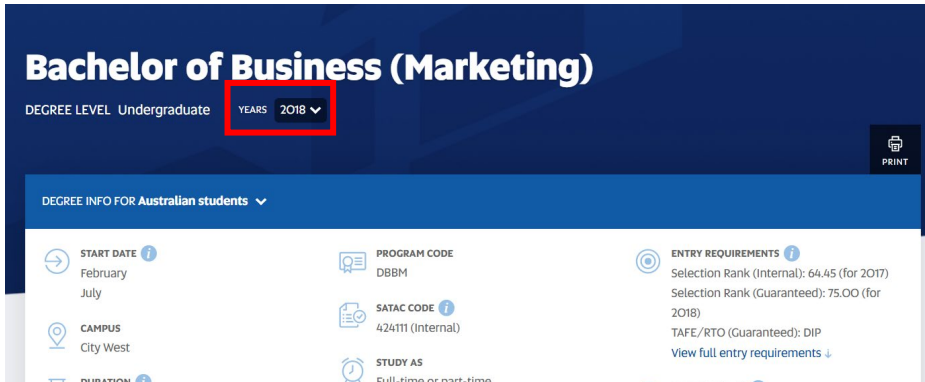


4. Enter the degree search term in the search bar at top of screen



- Select an intake year from the drop down menu

The current student webpage is indicated by the blue header and inclusion of 'Years' drop down as indicated below.



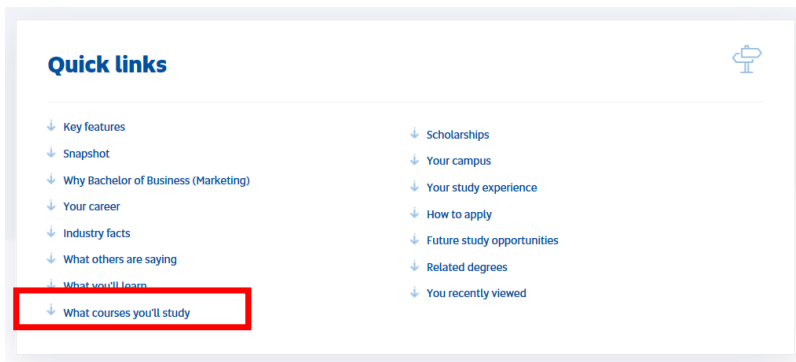
The screenshot shows the top section of the 'Bachelor of Business (Marketing)' webpage. The header is dark blue with the program name in white. Below the name, there are two dropdown menus: 'DEGREE LEVEL Undergraduate' and 'YEARS 2018'. The 'YEARS' dropdown is highlighted with a red box. To the right of the 'YEARS' dropdown is a 'PRINT' button. Below the header is a section titled 'DEGREE INFO FOR Australian students' with a dropdown arrow. Underneath, there are three columns of information: 'START DATE' (February, July), 'PROGRAM CODE' (DBBM), 'ENTRY REQUIREMENTS' (Selection Rank, TAFE/RTO, etc.), 'CAMPUS' (City West), 'SATIC CODE' (424T11), and 'STUDY AS' (Full-time or part-time).

- I want to see degree structure – where do I find it?

The degree structure is on both the *future student degree page* and *current student degree page* under the heading 'What courses you'll study'.

Use the quick links at the top of the page to navigate to that section directly.

If you are using the degree structure to counsel current students, it is recommended that you use the *current student degree page* (refer to FAQ 1).



The screenshot shows a 'Quick links' section on a webpage. It contains two columns of links, each with a downward arrow icon. The links are: Key features, Snapshot, Why Bachelor of Business (Marketing), Your career, Industry facts, What others are saying, What you'll learn, What courses you'll study, Scholarships, Your campus, Your study experience, How to apply, Future study opportunities, Related degrees, and You recently viewed. The link 'What courses you'll study' is highlighted with a red box.

- A Program Director has changed, who do I notify?

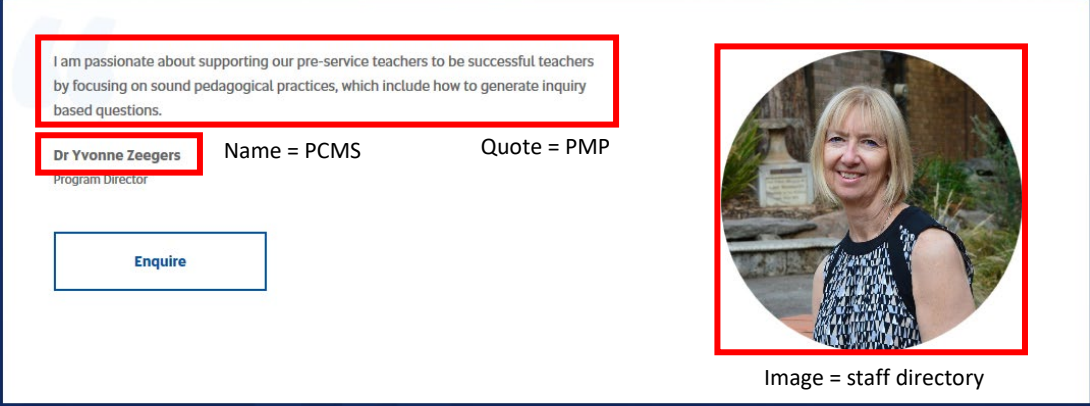
Degree webpages currently display the Program Director's (PD) name based on PCMS data. Therefore any change to PCMS, will automatically update the PD name on the degree webpages.

However the PD quote is maintained in the Product Marketing Platform (PMP), which CMK is responsible for.

Therefore if a PD changes in PCMS, it is the responsibility of the Academic Unit to update the PD data field in PCMS and notify Academic Services of the change. To ensure that the PD quote in PMP

is accurate, DAS will then notify CMK Marketing teams of the name change, so that the PD quote can be updated in PMP.

The image comes directly from the PD's staff directory profile. Therefore if PD's would like a new picture they can update their staff directory.



I am passionate about supporting our pre-service teachers to be successful teachers by focusing on sound pedagogical practices, which include how to generate inquiry based questions.

Dr Yvonne Zeegers Name = PCMS Quote = PMP
Program Director

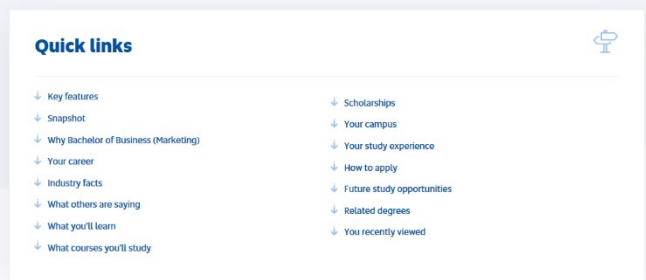
Enquire

Image = staff directory

4. It's a long page – how can I find information easily?

The long scroll page design allows users to interact with the content simply, without being diverted to separate webpages.


To easily navigate the page, use the 'Quick links' function at the top of the page.



Quick links

- Key features
- Snapshot
- Why Bachelor of Business (Marketing)
- Your career
- Industry facts
- What others are saying
- What you'll learn
- What courses you'll study
- Scholarships
- Your campus
- Your study experience
- How to apply
- Future study opportunities
- Related degrees
- You recently viewed

Pressing on a quick link will take you directly to the section of the page you need. When lower on the page, you can also use the 'arrow' button to move back up to the quick links heading, allowing you to navigate to a different section simply.



Why Bachelor of Business (Marketing)

You will graduate with an accredited degree and the ability to understand markets, develop strategies and grow revenue.

We are linked to two world-class academic research institutes, the Ehrenberg-Bass Institute for Marketing Science and the Institute for Choice – our teachers are world-famous marketing experts. Your lecturers and tutors will include marketing scientists who advise some of the world's biggest brands.

Our students have opportunities for Vacation Research Scholarships with the Ehrenberg-Bass Institute for Marketing Science. There are also chances to connect with our Marketing Clinic and provide advice to small and medium-sized businesses under the supervision of marketing experts. Our degrees are highly flexible and you can fast track your studies with our exciting summer and winter schools.

5. I'm searching the website, but I can't find what I need.

The CRM project focused on making amendments to the 'Degree and course' search results. You will note the following improvements:

- All search results pages received a design update ensuring symmetry with the new Degree and Course pages.
- The new search solution is a learning system, so over time it improves which results to return in what order depending on how users engage with them.
- 'Degree & Course' search has been completely redesigned with much improved ranking order and much better results filtering options
- 'Everything' search was expanded to include the most relevant results from across the whole website including *People* and *Degree and Course* results.

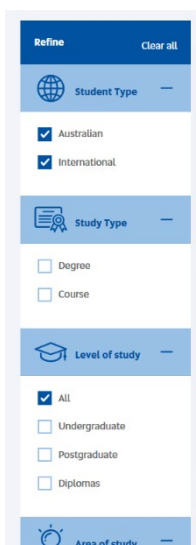
If you are having trouble searching for staff and current student information that is only available internally (not for an external audience), please follow the below steps:

1. Log in to the staff portal
2. Use the portal search functionality to find the results you are after



3. Make sure to make your search term as closely aligned to the content you are after as possible
4. The search solution is a learning system so clicking on the desired result for a particular search query will see it appear on the top of the search results over time.
5. If you are searching for a degree or person, make sure to use the filtering categories on the left hand side to help with your search.

Degree



Refine Clear all

Student Type —

- Australian
- International

Study Type —

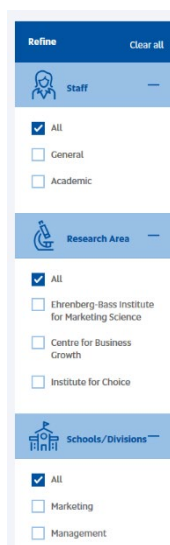
- Degree
- Course

Level of study —

- All
- Undergraduate
- Postgraduate
- Diplomas

Area of study —

People



Refine Clear all

Staff —

- All
- General
- Academic

Research Area —

- All
- Ehrenberg-Bass Institute for Marketing Science
- Centre for Business Growth
- Institute for Choice

Schools/Divisions —

- All
- Marketing
- Management

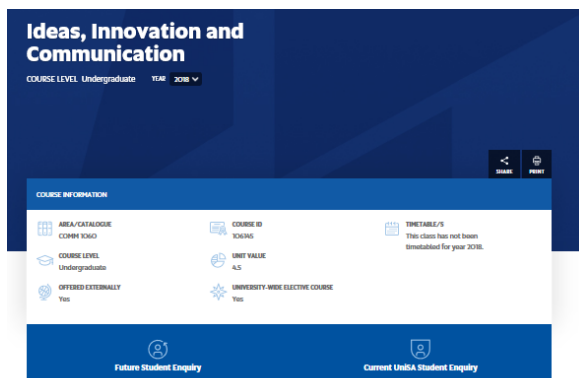
About the discipline, degree and course webpages:

Where does the information come from?

Discipline, course and degree webpages are supported and informed by a number of systems and principles:

- **Program and Course Management System (PCMS) and corporate student administration system (Medici):** Both are used to deliver appropriate academic data for the new webpages
- **Episerver:** Our website content management system
- **Product Marketing Platform (PMP):** A web interface database management system set up for capturing all marketing content to promote degree and discipline areas
- **Funnelback:** Search results are managed by the University's search-provider Funnelback, a system that will continue to learn and evolve as web-users engage with search results
- **Oracle Customer Relationship Management system:** New pages are integrated into the new Customer Relationship Management (CRM) system, in particular Knowledge Base (FAQ) and Service Cloud (enquiry).

Course pages



All content on the course pages is from PCMS except:

Future student enquiry and current UniSA student enquiry button: Episerver
myUniSA banner ad (green banner): Episerver
Course coordinator image: staff directory

Textbook(s)

Nil

Prerequisite(s)

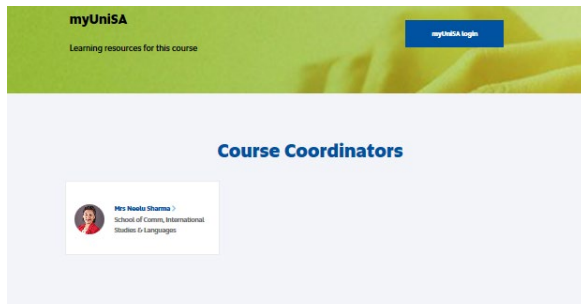
Nil

Corequisite(s)

Nil

Course aim

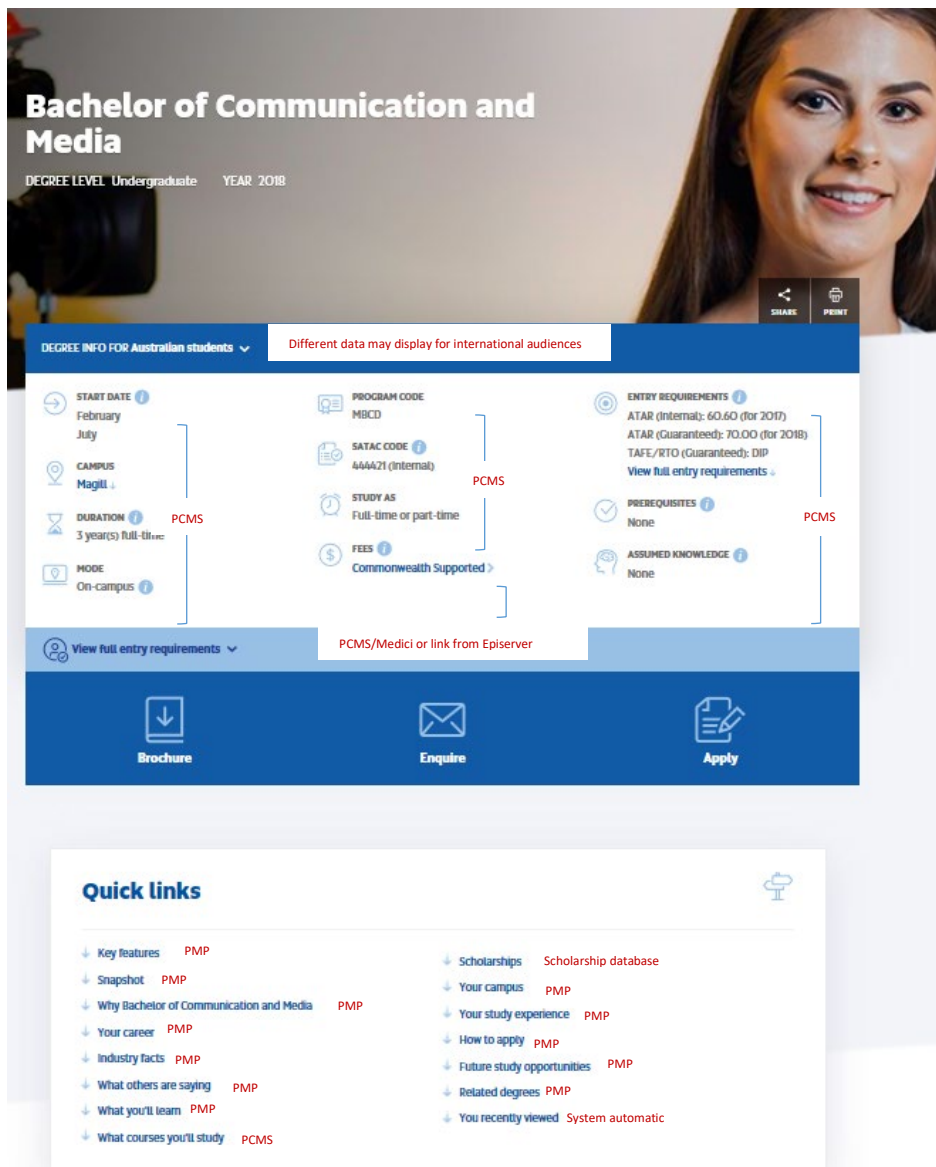
To encourage students to think in new, critical and innovative ways about the world around them and to develop their skills in communicating.



Degrees this course is offered in

SHOW DEGREE LIST

Degree page



Hero Banner Image

Updated in *PMP*

Degree Name and Level

Approved data from *PCMS*

Key Feature Widget and Entry Requirements

Approved data from *PCMS* and *Medici*

Information icons

Updated in *Episerver* and *PMP*

Call to Action

Updated in *Episerver*

Apply includes data from *PCMS*

Quick Links

These headings are automatically generated based on page content. Only main headings (H1) will have a quick link.

Key features

PMP

Snapshot

PMP

Why Bachelor of Communication and Media

PMP

Real-world connections

PMP

Ad space (Australia's University of Enterprise)

Episerver - generic

Your career

PMP

Professional Accreditation

Medici

What courses you'll study

Structure


Course name	Area and Cat no.	Units	Reference
FIRST YEAR			
First Semester (Study Period 1, 2 or 3)			
Ideas, Innovation and Communication	COMM 1060	4.5	Notes: 1
Communication and Media	COMM 1006	4.5	Notes: 2
Professional and Technical Communication	COMM 1065	4.5	Notes: 2
Sub-major 1		4.5	Notes: 3
Second Semester (Study Period 4, 5 or 6)			
Intercultural Communication	LANG 1054	4.5	Notes: 1
Public Relations Theory and Practice	COMM 1057	4.5	Notes: 2
Digital Design Essentials	COMM 1066	4.5	Notes: 2

HOME ABOUT WHAT COURSES YOU'LL STUDY

Communication is at the core of how we live today in our connected and globalised world. Effective communication and media management allows us to create business relationships, develop e-commerce opportunities, promote political policies and facilitate the exchange of mass information. There is no other field that has that reach.

Dr Sally Lewis
Program Director

[Enquire](#)



What courses you'll study

PCMS

Electives

PCMS

Rules and Notes

PCMS

PD testimonial

PD name: PCMS

PD image: staff directory

Quote: PMP

Updating webpage content:

Changes to all academic information housed in PCMS or Medici (as outlined above) should be discussed with your Academic Services team.

Updates to marketing content that is housed in the Product Marketing Platform (PMP) should be discussed with your CMK Marketing representative. Marketing content will be updated according to the following schedule.

Amendment	Category	Change timeline	Responsible
Admission data amendment, e.g. incorrect SATAC code, mode, ATAR, professional accreditation, alert content	Factual error	3 – 5 working days* *Timeline depends on severity and complexity. If something has legal ramifications it must be updated immediately.	DAS and SAS
Fixing incorrect marketing content deemed misleading e.g. incorrect brags/statistics, course reference, partnership reference, PD change, promoted event date lapsed, expired information, inappropriate testimonial (e.g. student withdraws)	Factual error	3 – 5 working days* Please note this is based on receiving pre-approved content that the Academic Unit and Academic Services have indicated as 100% accurate. Content that is inaccurate will delay publishing. *Timeline depends on severity and complexity. If something has legal ramifications it must be updated immediately.	Marketing Team
Marketing content update e.g. new/amended career, updated PD testimonial (same PD), additional testimonials, hero image amendment, industry partnership,	Non-critical	Review period 1: Current degrees: October – December	Marketing Team



<p>campus facilities updates, key feature updates, image gallery amendments</p>		<p>Review period 2: New degrees (from March Academic Board) only: March – April</p> <p>Review period 3: Current degrees with amendments made in July Academic Board only: July - August</p> <p>Please note that any new programs approved outside of the standard review period will be discussed on a case by case basis.</p>	
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