

School of Marketing – University of South Australia Business School

2019 Internal Timetable – Postgraduate Courses

| Course | Area | Catalogue No. | Prerequisites | Study Period 2 | Study Period 4 (Winter School) | Study Period 5 |
|--|------|---------------|--|--|--------------------------------|--|
| | | | | 4 March- 16 June (includes exam period) | 17 June – 11 Aug | 5 Aug – 24 Nov (includes exam period) |
| Marketing Core | | | | | | |
| Marketing Management | MARK | 5025 | NIL | <p>Wed 12pm-3pm Enrol Preparatory Class Number: 24508 Enrol Seminar Number: 23661 Room Number: JS3-13A/B</p> <p>OR</p> <p>Thurs 12pm-3pm Enrol Preparatory Class Number: 24508 Enrol Seminar Number: 23660 Room Number: JS3-13A/B</p> | | <p>Tues 1pm-4pm Enrol Preparatory Class Number: 54199 Enrol Seminar Number: 53318 Room Number: JS3-13A/B</p> <p>OR</p> <p>Wed 9am-12pm Enrol Preparatory Class Number: 54199 Enrol Seminar Number: 53319 Room Number: JS3-13A/B</p> |
| Buyer Behaviour Insights <i>(Previously called “Influencing Consumer Behaviour”)</i> | MARK | 5032 | MARK 5025 <i>(Or studying MARK 5025 concurrently)</i> | <p>Tue 6pm-9pm Enrol Preparatory Class Number: 25005 Enrol Seminar Number: 23740 Room Number: Y4-09</p> | | |
| Advanced Marketing Analytics <i>(Previously called “Marketing Information & Analysis”)</i> | MARK | 5064 | MARK 5025 | | | <p>Fri 2pm-5pm Enrol Preparatory Class Number: 54189 Enrol Seminar Number: 53227 Room Number: JS5-12</p> |
| Marketing Strategy & Planning | MARK | 5033 | MARK 5025 | <p>Thurs 9am-12pm Enrol Preparatory Class Number: 22352 Enrol Seminar Number: 23692 Room Number: Y4-09</p> | | |

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| Marketing Electives | | | | | | |
| Advertising: Theory & Practice | MARK | 5024 | MARK 5025 | | | Tues 5pm-8pm Enrol Preparatory Class Number: 54191 Enrol Seminar Number: 53395 Room Number: Y4-09 |
| Brand Management <i>(Previously called "Branding")</i> | MARK | 5031 | MARK 5025 | Wed 6pm-9pm Enrol Preparatory Class Number: 24497 Enrol Seminar Number: 23730 Room Number: Y4-09 | | |
| e-Marketing | MARK | 5080 | MARK 5025 | Mon 5pm-8pm Enrol Preparatory Class Number: 24501 Enrol Seminar Number: 23755 Room Number: Y4-09 | | |
| Advertising: Planning and Buying Media | MARK | 5079 | MARK 5025 | Thurs 6pm-9pm Enrol Preparatory Class Number: 24496 Enrol Seminar Number: 23729 Room Number: Y4-09 | | |
| Global Marketing <i>(Previously called "Marketing Across Borders M")</i> | BUSS | 5380 | MARK 5025 | | | Wed 1pm-4pm Enrol Preparatory Class Number: 54192 Enrol Seminar Number: 53413 Room Number: GK5-24 |
| Advanced Specialist Topics in Marketing: Topic for 2019: Premium Food and Wine Marketing | MARK | 5077 | NIL | | Intensive Enrol Seminar Number: 40271 Mon 1 July 9am-5pm Tuesday 2 July 9am-5pm Wednesday 3 July 9am-5pm Thursday 4 July 9am-5pm Friday 5 July 9am-5pm Room Number: Y4-09 Wednesday 10 July <u>9am-12pm</u> Room Number: JS4-12A/B | |
| Wine Marketing | MARK | 5081 | NIL | | | Study Period 6 Course Intensive Enrol Seminar Number: 60150 Mon 23 Sept 9am-5pm Tuesday 24 Sept 9am-5pm Wednesday 25 Sept 9am-5pm Thursday 26 Sept 9am-5pm Friday 27 Sept 9am-5pm Wednesday 2 Oct <u>9am-12pm</u> Room Number: Y4-09 |