



## 2019 Enrolment Advice

Program Enrolment Advice Session: None

<b>PROGRAM CODE</b>	DBBM	<b>YEAR LEVEL</b>	<b>2</b>
<b>PROGRAM NAME</b>	<a href="#">Bachelor of Business (Marketing)</a>		
<b>ACADEMIC PLAN</b>	Marketing	<b>CAMPUS</b>	City West
<b>CAMPUS CENTRAL</b> <small>(Please contact Campus Central if you need help with enrolling or have any queries about the information on this form)</small>	Campus Central City West Level 2, Jeffrey Smart Building <a href="mailto:askcampuscentral@unisa.edu.au">askcampuscentral@unisa.edu.au</a>  1300 301 703	<b>SCHOOL</b>	Business School Hub Level 1, Yungondi Building <a href="mailto:businesshub@unisa.edu.au">businesshub@unisa.edu.au</a>  8302 7141

## **DEFINITIONS:**

Subject Area and  
Catalogue Number  
Class Number

A 4-letter subject area code plus a 4-digit catalogue number make up the course code, e.g. **BIOL 1033**. You can search for courses by using this code.

Enrolment Class

A class number is a unique number used to identify individual classes held during a specified study period. You can use class numbers to enrol, starting with the class number of the enrolment class.

Related Classes

An Enrolment Class is the first class you enrol in for a particular course. This can be a lecture (LEC), tutorial (TUT), workshop (WSH), practical (PRA) or external (EXT). There may be multiple enrolment classes to choose between. All other classes will be related to the enrolment class and will display once you select your enrolment class.

Auto Enrol Class

Related classes are other components (i.e. a tutorial or practical) that make up the course. In some cases you may be automatically enrolled into a particular related class that is associated with the enrolment class you selected.

External Class

In some courses, once you select the Enrolment Class, you are automatically enrolled (Auto-Enrol) in a second (related) class (e.g. by choosing a tutorial you are automatically enrolled into the lecture). You may still be required to select another related class to complete your enrolment.

The external class number will be listed in the Classes column below. This number is the only enrolment class number you need to enter in 'Manage my Enrolment' when enrolling.

First Semester (Study Period 2)				
Subject Area	Catalogue Number	Course Name	Classes	Notes
MARK	2020	<a href="#">Market Research</a>	<p><b><u>On Campus:</u></b> Enrol in:</p> <ul style="list-style-type: none"> <li>• Preparatory Session Choose Class <b>24504</b></li> <li>• 1 Lecture Choose Class <b>23642</b></li> <li>• 1 Tutorial (Please refer to <a href="#">class timetable</a> for Tutorial class numbers)</li> </ul> <p><b>OR</b></p> <p><b><u>Externally:</u></b> Enrol in Class <b>24966</b></p>	<p>Prerequisite course: <a href="#">MARK 1010 Marketing Principles: Trading and Exchange</a></p>
BUSS	2068	<a href="#">Management and Organisation</a>	<p><b><u>On Campus:</u></b> Enrol in:</p> <ul style="list-style-type: none"> <li>• Preparatory Session Choose Class <b>24413</b></li> <li>• 1 Lecture Choose Class <b>23461</b></li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Virtual (online) Lecture* <b>24884</b></li> <li>• 1 Tutorial (Please refer to <a href="#">class timetable</a> for Tutorial class numbers)</li> </ul> <p><b>OR</b></p> <p><b><u>Externally:</u></b> Enrol in Class <b>24638</b></p>	<p>*The virtual lecture is a weekly lecture recording available online – no on campus attendance is required. If you choose this option you will also need to enrol in and attend a tutorial class.</p> <p>No prerequisite courses.</p>

MARK	1015	<a href="#">Professional Development in Marketing</a>	<p><b><u>On Campus:</u></b>  Enrol in:</p> <ul style="list-style-type: none"> <li>• Preparatory Session Choose Class <b>24509</b></li> <li>• 1 Seminar Choose Class <b>23693</b></li> <li>• 1 Tutorial (Please refer to <a href="#">class timetable</a> for Tutorial class numbers)</li> </ul> <p><b>OR</b></p> <p><b><u>Externally:</u></b>  Enrol in Class <b>24973</b></p>	<p><b><u>Prerequisite courses:</u></b>  <a href="#">MARK 1010 Marketing Principles: Trading and Exchange</a>  <a href="#">BUSS 1057 Business and Society</a></p>
BUSS	2085	<a href="#">Entrepreneurship for Social and Market Impact</a>	<p><b><u>On Campus:</u></b>  Enrol in:</p> <ul style="list-style-type: none"> <li>• Preparatory Session Choose Class <b>22964</b></li> <li>• 1 Lecture Choose Class <b>24269</b> OR Virtual (online) Lecture* <b>24919</b></li> <li>• 1 Tutorial (Please refer to <a href="#">class timetable</a> for Tutorial class numbers)</li> </ul> <p><b>OR</b></p> <p><b><u>Externally:</u></b>  Enrol in Class <b>24862</b></p>	<p>*The virtual lecture is a weekly lecture recording available online – no on campus attendance is required. If you choose this option you will also need to enrol in and attend a tutorial class.</p> <p>No prerequisite courses.</p>

**Second Semester (Study Period 5)**

Subject Area	Catalogue Number	Course Name	Class numbers	Notes
MARK	2032	<a href="#">Retailing</a>	<p><b><u>On Campus:</u></b>                      Enrol in:</p> <ul style="list-style-type: none"> <li>• Preparatory Session Choose Class <b>54200</b></li> <li>• 1 Lecture Choose Class <b>53350</b></li> <li>• 1 Tutorial <i>(Please refer to <a href="#">class timetable</a> for Tutorial class numbers)</i></li> </ul> <p><b>OR</b></p> <p><b><u>Externally:</u></b>                      Enrol in Class <b>54697</b></p>	No prerequisite courses.
INFS	2036	<a href="#">Business Intelligence</a>	<p><b><u>On Campus:</u></b>                      Enrol in:</p> <ul style="list-style-type: none"> <li>• 1 Workshop Choose Class <b>51124</b> or <b>51334</b></li> <li>• 1 Computer Practical <i>(Please refer to <a href="#">class timetable</a> for Computer Practical class numbers)</i></li> </ul> <p><b>OR</b></p> <p><b><u>Externally:</u></b>                      Enrol in Class <b>54399</b></p>	<p><u>Prerequisite course:</u>  <a href="#">MATH 1053 Quantitative Methods for Business</a></p>

MARK	2007	<a href="#">Advertising</a>	<p><b><u>On Campus:</u></b>  Enrol in:</p> <ul style="list-style-type: none"> <li>• Preparatory Session Choose Class <b>54190</b></li> <li>• 1 Lecture Choose Class <b>53228</b></li> <li>• 1 Tutorial (Please refer to <a href="#">class timetable</a> for Tutorial class numbers)</li> </ul> <p><b>OR</b></p> <p><b><u>Externally:</u></b>  Enrol in Class <b>54694</b></p>	<p><b><u>Prerequisite courses:</u></b>  <a href="#">MARK 1010 Marketing Principles: Trading and Exchange</a>  <a href="#">MARK 1008 Consumer Behaviour</a></p>
BUSS	23103	<a href="#">International Business Environments</a>	<p><b><u>On Campus:</u></b>  Enrol in:</p> <ul style="list-style-type: none"> <li>• Preparatory Session Choose Class <b>52585</b></li> <li>• 1 Lecture Choose Class <b>53731</b> OR Virtual (online) Lecture* <b>54649</b></li> <li>• 1 Tutorial (Please refer to <a href="#">class timetable</a> for Tutorial class numbers)</li> </ul> <p><b>OR</b></p> <p><b><u>Externally:</u></b>  Enrol in Class <b>54763</b></p>	<p>*The virtual lecture is a weekly lecture recording available online – no on campus attendance is required. If you choose this option you will also need to enrol in and attend a tutorial class.</p> <p><b><u>Prerequisite Requirements:</u></b>  Students must have completed 54 units of study.</p>

## NOTES:

1. The table above shows the full list of courses to be taken by a student undertaking a full-time load solely in this year of the program.
2. Students enrol in all courses for both study periods (Study Periods 2 & 5) at the beginning of the year.
3. Please ensure you check the course timetable to confirm the location and possible external mode offering for each course.

## PROGRAM NOTES:

### EXTERNAL STUDENTS

Students studying off-campus. Administrative services for external students are located at [Campus Central](#).

**External mode** includes online, distance education, industry placement or directed research. Virtual classrooms are deemed to be an external mode of delivery. External model does not normally include a face to face component, however some courses offered in external mode may require a small component of on-campus activity.

It is strongly recommended that you visit the Study Help webpage to gain valuable information regarding your studies.

<https://lo.unisa.edu.au/course/view.php?id=4074>

### PART TIME STUDENTS

You can study part-time which means undertaking less than the load specified for full time status.

**(Full-time load** - The standard annual full-time load is 36 units or 1.0 EFTSL (Equivalent Full-Time Student Load). A student undertaking at least 75% of a full-time load for the academic year will be full-time for that year. A student who is undertaking at least 75% of a full-time load, for either the first half or second half of the year, will be full-time for that half year).

If you require further enrolment advice, please refer to the **School contact details** listed on the first page or contact [Campus Central](#).