



2019 Enrolment Advice

Program Enrolment Advice Session: None

PROGRAM CODE	DBBM	YEAR LEVEL	3
PROGRAM NAME	Bachelor of Business (Marketing)		
ACADEMIC PLAN	Marketing	CAMPUS	City West
CAMPUS CENTRAL (Please contact Campus Central if you need help with enrolling or have any queries about the information on this form)	Campus Central City West Level 2, Jeffrey Smart Building askcampuscentral@unisa.edu.au 1300 301 703	SCHOOL	Business School Hub Level 1, Yungondi Building businesshub@unisa.edu.au 8302 7141

DEFINITIONS:

Subject Area and
Catalogue 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.

Class Number

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.

Enrolment Class

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.

Related Classes

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.

Auto Enrol 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.

External Class

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	3015	Branding	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 24498 • 1 Lecture Choose Class 23731 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p><u>Externally:</u> Enrol in Class 24991</p>	No prerequisite courses.
MARK	3009	Essentials of Marketing Planning	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 21143 • 1 Lecture Choose Class 23756 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p><u>Externally:</u> Enrol in Class 24964</p>	<p><u>Prerequisite courses:</u></p> <p>MARK 1010 Marketing Principles: Trading and Exchange</p> <p>MARK 1008 Consumer Behaviour</p> <p>Students must have successfully completed 45 units in addition to the courses listed above.</p>

		Elective	Please see list of electives here .	<p>Electives may be used to: complete an Experiential Elective (refer to Experiential Electives listing); undertake an international student exchange up to 18 units; or to study other courses of interest offered by the UniSA Business School including the options provided in the Suggested Electives list. One elective may be chosen from outside the Business School. Course pre-requisites must be satisfied.</p> <p>Two electives in the final year must be at an Advanced Level</p>
		Elective	Please see list of electives here .	<p>Electives may be used to: complete an Experiential Elective (refer to Experiential Electives listing); undertake an international student exchange up to 18 units; or to study other courses of interest offered by the UniSA Business School including the options provided in the Suggested Electives list. One elective may be chosen from outside the Business School. Course pre-requisites must be satisfied.</p> <p>Two electives in the final year must be at an Advanced Level</p>

Second Semester (Study Period 5)				
Subject Area	Catalogue Number	Course Name	Class numbers	Notes
MARK	3012	Integrated Marketing	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 54193 • 1 Lecture Choose Class 53414 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p>*<u>Externally:</u> Enrol in Class 54683</p>	<p>*The study-load for Integrated Marketing is very taxing on time given the team-based structure of a competitive marketing strategy simulation as a major ongoing part of the course assessments, therefore, enrolment as an external student into this course is strongly discouraged. Generally, external delivery is only offered in exceptional circumstances for students with a Disability Access Plan, living interstate or overseas, so please submit a course override stating your reason for needing to take this course as an external student.</p> <p><u>Prerequisite Courses:</u> MARK 2010 Marketing Analytics MARK 3009 Essentials of Marketing Planning</p> <p>Students must have successfully completed 18 other courses (81 units) in addition to the courses listed above.</p>
BUSS	3023	Strategic Management	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 54109 • 1 Lecture Choose Class 54051 <p>OR</p> <ul style="list-style-type: none"> • Virtual (online) Lecture* 54433 • 1 Workshop (Please refer to class timetable for Workshop class numbers) <p>OR</p> <p><u>Externally:</u> Enrol in Class 54576</p>	<p>The virtual lecture is online, if you choose this option you will also need to enrol in a tutorial.</p> <p><u>Prerequisite requirements:</u> Successful completion of 72 units.</p>

		Elective	Please see list of electives here .	<p>Electives may be used to: complete an Experiential Elective (refer to Experiential Electives listing); undertake an international student exchange up to 18 units; or to study other courses of interest offered by the UniSA Business School including the options provided in the Suggested Electives list. One elective may be chosen from outside the Business School. Course pre-requisites must be satisfied.</p> <p>Two electives in the final year must be at an Advanced Level</p>
		Elective	Please see list of electives here .	<p>Electives may be used to: complete an Experiential Elective (refer to Experiential Electives listing); undertake an international student exchange up to 18 units; or to study other courses of interest offered by the UniSA Business School including the options provided in the Suggested Electives list. One elective may be chosen from outside the Business School. Course pre-requisites must be satisfied.</p> <p>Two electives in the final year must be at an Advanced Level</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 mode 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](#).