



2019 Enrolment Advice

Program Enrolment Advice Session: None

PROGRAM CODE	DBMN	YEAR LEVEL	1
PROGRAM NAME	Bachelor of Marketing and Communication		
ACADEMIC PLAN	Marketing and Communication	CAMPUS	City West /Magill
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
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	1010	Marketing Principles: Trading and Exchange	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 24503 • 1 Lecture Choose Class 23663 OR Virtual (online) Lecture* 24974 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p><u>Externally:</u> Enrol in Class 24972</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>
LAWS	1018	Business Law	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 22482 • 1 Lecture Choose Class 22963 or 23004 OR Virtual (online) Lecture* 25043 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p><u>Externally:</u> Enrol in Class 25042</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>

COMM	1060	Ideas, Innovation and Communication	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • 1 Lecture Choose Class 20880 • 1 Tutorial <i>(Please refer to class timetable for Tutorial class numbers)</i> <p>OR</p> <p><u>Externally:</u> Enrol in Class 20067</p>	No prerequisite courses.
COMM	1006	Communication and Media	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • 1 Lecture Choose Class 21631 • 1 Tutorial <i>(Please refer to class timetable for Tutorial class numbers)</i> <p>OR</p> <p><u>Externally:</u> Enrol in Class 20050</p>	No prerequisite courses

Second Semester (Study Period 5)

Subject Area	Catalogue Number	Course Name	Classes	Notes
ACCT	1008	Accounting for Business	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 54146 • 1 Lecture Choose Class 52868 or 52869 OR Virtual (online) Lecture* 54342 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p><u>Externally:</u> Enrol in Class 50214</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	1008	Consumer Behaviour	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 52179 • 1 Lecture Choose Class 53397 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p><u>Externally:</u> Enrol in Class 54689</p>	<p><u>Prerequisite course:</u> MARK 1010 Marketing Principles: Trading and Exchange</p> <p><u>Note:</u> MARK 1010 may be taken prior to or concurrently with MARK 1008 Consumer Behaviour.</p>

COMM	1057	Public Relations Theory and Practice	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • 1 Lecture Choose Class 50912 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p><u>Externally:</u> Enrol in Class 50105</p>	<p>No prerequisite courses.</p> <p>NOTE: This course is not available to students who have completed: COMM 1055 Public Relations 1CMM</p>
COMM	1066	Digital Design Essentials	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • 1 Computer Practical (Please refer to class timetable for Computer Practical class numbers.) <p>OR</p> <p><u>Externally:</u> Enrol in Class 50074</p>	<p>No prerequisite courses.</p>

NOTES:

1. The tables above show 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](#).