



2019 Enrolment Advice

Program Enrolment Advice Session: None

PROGRAM CODE	DBMN	YEAR LEVEL	2
PROGRAM NAME	Bachelor of Marketing and Communication		
ACADEMIC PLAN	Marketing and Communication	CAMPUS	City West/ Magill
CAMPUS CENTRAL <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 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	2010	Marketing Analytics	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 24506 • 1 Lecture Choose Class 23653 • 1 Tutorial <i>(Please refer to class timetable for Tutorial class numbers)</i> <p>OR</p> <p><u>Externally:</u> Enrol in Class 24967</p>	No prerequisite courses
MARK	1015	Professional Development in Marketing	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 24509 • 1 Seminar Choose Class 23693 • 1 Tutorial <i>(Please refer to class timetable for Tutorial class numbers)</i> <p>OR</p> <p><u>Externally:</u> Enrol in Class 24973</p>	<p><u>Prerequisite course:</u> MARK 1010 Marketing Principles: Trading and Exchange</p>

COMM	3037	Professional Writing	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • Seminar (Please refer to class timetable for Seminar class numbers) <p>OR</p> <p><u>Externally:</u> Enrol in Class 20085</p>	No prerequisite courses.
COMM	2080	Design for Digital Technologies	<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><i>Not available externally – students preferring external enrolment should enrol in COMM 2079 Content Creation for Media.</i></p>	Prerequisite course: COMM 1006 Digital Design Essentials
COMM	2079	<p>OR</p> <p>Content Creation for Media (Previously called News and Social Media Connections - do not enrol if you have already completed this course.)</p>	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • 1 Lecture Choose Class 20740 • 1 Computer Practical (Please refer to class timetable for Computer Practical class numbers) <p>OR</p> <p><u>Externally:</u> Enrol in Class 20081</p>	Prerequisite course: COMM 1057 Public Relations Theory and Practice (The listed prerequisites, or with approval from the Program Director.) COURSE ALERT: This course is not available for DBMN Bachelor of Marketing and Communication students who have successfully completed INFT 1019 Design Language in Media Arts. This course is not available to students who have successfully completed COMM 2011 Reporting for the Media.

Second Semester (Study Period 5)				
Subject Area	Catalogue Number	Course Name	Class numbers	Notes
MARK	2007	Advertising	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 54190 • 1 Lecture Choose Class 53228 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p><u>Externally:</u> Enrol in Class 54694</p>	<p><u>Prerequisite courses:</u></p> <p>MARK 1008 Consumer Behaviour</p> <p>MARK 1010 Marketing Principles: Trading and Exchange</p>
COMM	2078	Communication Research Methods	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • 1 Lecture Choose Class 51118 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p><u>Externally:</u> Enrol in Class 50068</p>	<p><u>Prerequisite courses:</u></p> <p>COMM 1006 Communication and Media</p> <p>COMM 1057 Public Relations Theory and Practice</p> <p>COURSE ALERT: This course is not available to students who have completed: COMM 3013 Communication Practicum 1 OR COMM 3013 Communication and Media Research Skills</p>

COMM	2076	Media Law and Ethics	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • 1 Lecture Choose Class 51047 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p><u>Externally:</u> Enrol in Class 50098</p>	<p>No prerequisite courses.</p> <p>COURSE ALERT: This course is not available to students who have completed: COMM 1021 Journalism Ethics <u>OR</u> COMM 2041 Creative Industries and Ethics</p>
MARK	3009	Essentials of Marketing Planning	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 54341 • 1 Lecture Choose Class 53408 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p><u>Externally:</u> Enrol in Class 54682</p>	<p><u>Prerequisite courses:</u></p> <p>MARK 1008 Consumer Behaviour</p> <p>MARK 1010 Marketing Principles: Trading and Exchange</p> <p>Plus successful completion of 45 units.</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](#).

