



2019 Enrolment Advice

Program Enrolment Advice Session: None

PROGRAM CODE	DBMN	YEAR LEVEL	3
PROGRAM NAME	Bachelor of Marketing and Communication		
ACADEMIC PLAN		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	3016	Digital Marketing	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 24500 • 1 Lecture Choose Class 23750 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p><u>Externally:</u> Enrol in Class 24962</p>	<p>Prerequisite courses:</p> <p>MARK 1010 Marketing Principles: Trading and Exchange</p> <p>Plus successful completion of eleven 4.5 unit courses.</p>
PERF	3006	Industry and Practice	<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 20070</p>	<p>Prerequisite requirements:</p> <p>Completion of all second year courses or with approval by exception from Course Coordinator or Program Director.</p>

COMM	3064	Promotional Communication: Advertising: Publicity and Marketing	<p>On Campus: Enrol in:</p> <ul style="list-style-type: none"> • Seminar (Please refer to class timetable for Seminar class numbers) <p>OR</p> <p>Externally: Enrol in Class 20086</p>	<p>Prerequisite course: COMM 2080 Design for Digital Technologies</p>
		Marketing Elective	Please see list of electives here .	Students should choose their marketing electives from the prescribed list. Please note that not all electives will be offered each year.

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 <i>(Please refer to class timetable for Tutorial class numbers)</i> <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>Prerequisite Courses: 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>
COMM	3062	Integrated Communication Planning	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • Seminar <i>(Please refer to class timetable for Seminar class numbers)</i> <p>OR</p> <p><u>Externally:</u> Enrol in Class 50085</p>	<p>Prerequisite course: COMM 2080 Design for Digital Technologies</p>

COMM	3061	Communication Management in Practice	<p><u>On Campus:</u> Enrol in:</p> <ul style="list-style-type: none"> • 1 Lecture Choose Class 50705 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p><u>Externally:</u> Enrol in Class 50066</p>	Prerequisite course: COMM 2078 Communication Research Methods
		Marketing Elective	Please see list of electives here .	Students should choose their marketing electives from the prescribed list. Please note that not all electives will be offered each year.

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](#).