



2020 Enrolment Advice

Program Enrolment Advice Session: None

PROGRAM CODE	DBBM	YEAR LEVEL	1
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	1010	Marketing Principles: Trading and Exchange	<p>Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 21586 • 1 Lecture Choose Class 21587 <p>OR</p> <ul style="list-style-type: none"> • Virtual (online) Lecture* 24910 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p>Externally: Enrol in Class 24908</p>	<p>*The virtual lecture is a weekly lecture recording available online. If you choose this option you will also need to enrol in and attend a tutorial class.</p> <p>No prerequisite courses.</p>
ECON	1008	Principles of Economics	<p>Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 24163 • 1 Lecture Choose Class 24138 <p>OR</p> <ul style="list-style-type: none"> • Virtual (online) Lecture* 25086 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p>Externally: Enrol in Class 25088</p>	<p>*The virtual lecture is a weekly lecture recording available online. If you choose this option you will also need to enrol in and attend a tutorial class.</p> <p>No prerequisite courses.</p>

BUSS	1057	<p>Business and Society</p> <p>OR</p> <p>International Study Tour</p> <p>OR</p> <p>Elective</p>	<p>Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 21846 • 1 Lecture Choose Class 21847 OR Virtual (online) Lecture* 25127 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p>Externally: Enrol in Class 25132</p> <p>You can choose to complete either BUSS 1057 Business and Society or an International Study Tour or an Elective</p>	<p>*The virtual lecture is a weekly lecture recording available online. If you choose this option you will also need to enrol in and attend a tutorial class.</p> <p>No prerequisite courses.</p> <p>View available International Study Tours at http://i.unisa.edu.au/students/business/exchange/study-tours/ or contact business.mobility@unisa.edu.au</p> <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>
------	------	---	---	---

ACCT	1008	Accounting for Business	<p>Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 23927 • 1 Lecture Choose Class 23928 or 23960 OR Virtual (online) Lecture* 24991 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p>Externally: Enrol in Class 24988</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>
MATH	1053	<p style="text-align: center;">OR</p> Quantitative Methods for Business	<p>Enrol in:</p> <ul style="list-style-type: none"> • 1 Lecture Choose Class 21209 or 21210 • 1 Computer Practical • 1 Tutorial (Please refer to class timetable for Computer Practical and Tutorial class numbers) <p>OR</p> <p>Externally: Enrol in Class 24961</p>	

Second Semester (Study Period 5)				
Subject Area	Catalogue Number	Course Name	Classes	Notes
MARK	1008	Consumer Behaviour	<p>Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 51551 • 1 Lecture Choose Class 51552 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p>Externally: Enrol in Class 54536</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>
MARK	2010	Marketing Analytics	<p>Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 51575 • 1 Lecture Choose Class 51576 • 1 Tutorial (Please refer to class timetable for Tutorial class numbers) <p>OR</p> <p>Externally: Enrol in Class 54526</p>	No prerequisite courses.

BUSS	2068	Management and Organisation	<p>Enrol in:</p> <ul style="list-style-type: none"> • Preparatory Session Choose Class 52234 • 1 Lecture Choose Class 52235 OR Virtual (online) Lecture* 54733 • 1 Workshop (Please refer to class timetable for Workshop class numbers) <p>OR</p> <p>Externally: Enrol in Class 54730</p>	<p>*The virtual lecture is a weekly lecture recording available online. If you choose this option you will also need to enrol in and attend a tutorial class.</p> <p>No prerequisite courses.</p>
		Elective	List of electives found 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>

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.

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://i.unisa.edu.au/students/student-support-services/study-support/>

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](#).