

# School of Marketing – University of South Australia Business School

## 2020 External Timetable – Postgraduate Courses

Course	Area	Catalogue No.	Prerequisites	Study Period 2	Study Period 5
<b>Marketing Management</b>	MARK	5025	NIL	<b>External</b> Class Number: <b>24906</b>	<b>External</b> Class Number: <b>54527</b>
<b>Buyer Behaviour Insights</b> <i>(Previously called “Influencing Consumer Behaviour”)</i>	MARK	5032	MARK 5025 (Or studying MARK 5025 concurrently)	<b>External</b> Class Number: <b>24899</b>	
<b>Advanced Marketing Analytics</b> <i>(Previously called “Marketing Information &amp; Analysis”)</i>	MARK	5064	MARK 5025 (Or studying MARK 5025 concurrently)		<b>External</b> Class Number: <b>54523</b>
<b>Marketing Strategy &amp; Planning</b>	MARK	5033	MARK 5025	<b>External</b> Class Number: <b>24900</b>	<b>External</b> Class Number: <b>54528</b>
<b>Advertising: Theory &amp; Practice</b>	MARK	5024	MARK 5025 (Or studying MARK 5025 concurrently)		<b>External</b> Class Number: <b>54530</b>
<b>Brand Management</b> <i>Previously called “Branding”</i>	MARK	5031	NIL	<b>External</b> Class Number: <b>24898</b>	
<b>e-Marketing</b>	MARK	5080	MARK 5025	<b>External</b> Class Number: <b>24897</b>	
<b>Global Marketing</b> <i>(Previously called “Marketing Across Borders M”)</i>	BUSS	5380	MARK 5025 (Or studying MARK 5025 concurrently)		<b>External</b> Class Number: <b>54542</b>
<b>Advertising: Planning and Buying Media</b>	MARK	5079	MARK 5025	<b>External</b> Class Number: <b>24896</b>	