

# School of Marketing – University of South Australia Business School

## 2020 Internal Timetable – Postgraduate Courses

Course	Area	Catalogue No.	Prerequisites	Study Period 2	Study Period 4 (Winter School)	Study Period 5
<b>Marketing Management</b>	MARK	5025	NIL	<p><b>Tue 10am-1pm</b> Enrol Preparatory Class Number: <b>21826</b> Enrol Seminar Number: <b>21827</b> Room Number: <b>JS3-13A/B</b></p> <p><b>OR</b></p> <p><b>Monday 4pm-7pm</b> Enrol Preparatory Class Number: <b>21826</b> Enrol Seminar Number: <b>21829</b> Room Number: <b>JS3-13A/B</b></p>		<p><b>Wed 6pm-9pm</b> Enrol Preparatory Class Number: <b>51659</b> Enrol Seminar Number: <b>51661</b> Room Number: <b>JS3-13A/B</b></p> <p><b>OR</b></p> <p><b>Tue 12pm-3pm</b> Enrol Preparatory Class Number: <b>51650</b> Enrol Seminar Number: <b>51662</b> Room Number: <b>JS3-13A/B</b></p>
<p><b>Buyer Behaviour Insights</b></p> <p><i>(Previously called “Influencing Consumer Behaviour”)</i></p>	MARK	5032	<p>MARK 5025</p> <p><i>(Or studying MARK 5025 concurrently)</i></p>	<p><b>Wed 12pm-3pm</b> Enrol Preparatory Class Number: <b>22937</b> Enrol Seminar Number: <b>22938</b> Room Number: <b>JS4-11</b></p>		
<p><b>Advanced Marketing Analytics</b></p> <p><i>(Previously called “Marketing Information &amp; Analysis”)</i></p>	MARK	5064	<p>MARK 5025</p> <p><i>(Or studying MARK 5025 concurrently)</i></p>			<p><b>Fri 2pm-5pm</b> Enrol Preparatory Class Number: <b>52535</b> Enrol Seminar Number: <b>52536</b> Room Number: <b>JS5-12</b></p>
<b>Marketing Strategy &amp; Planning</b>	MARK	5033	MARK 5025	<p><b>Thurs 10am-1pm</b> Enrol Preparatory Class Number: <b>21830</b> Enrol Seminar Number: <b>21831</b> Room Number: <b>Y4-09</b></p>		

Course	Area	Catalogue No.	Prerequisites	Study Period 2	Study Period 4 (Winter School)	Study Period 5
<b>Advertising: Theory &amp; Practice</b>	MARK	5024	MARK 5025 <i>(Or studying MARK 5025 concurrently)</i>			<b>Tues 5pm-8pm</b> Enrol Preparatory Class Number: <b>52537</b> Enrol Seminar Number: <b>52538</b> Room Number: <b>Y4-09</b>
<b>Brand Management</b> <i>(Previously called "Branding")</i>	MARK	5031	NIL	<b>Wed 6pm-9pm</b> Enrol Preparatory Class Number: <b>23853</b> Enrol Seminar Number: <b>22936</b> Room Number: <b>GK3-28</b>		
<b>e-Marketing</b>	MARK	5080	MARK 5025	<b>Mon 5pm-8pm</b> Enrol Preparatory Class Number: <b>22945</b> Enrol Seminar Number: <b>22946</b> Room Number: <b>Y4-09</b>		
<b>Advertising: Planning and Buying Media</b>	MARK	5079	MARK 5025	<b>Thurs 6pm-9pm</b> Enrol Preparatory Class Number: <b>22934</b> Enrol Seminar Number: <b>22935</b> Room Number: <b>Y4-09</b>		
<b>Global Marketing</b> <i>(Previously called "Marketing Across Borders M")</i>	BUSS	5380	MARK 5025 <i>(Or studying MARK 5025 concurrently)</i>			<b>Thurs 12pm-3pm</b> Enrol Preparatory Class Number: <b>52539</b> Enrol Seminar Number: <b>52540</b> Room Number: <b>GK5-15</b>
<b>Wine Marketing</b>	MARK	5081	NIL			<b>Study Period 6 Course Intensive</b> Enrol Seminar Number: <b>60166</b> Mon 21 Sept 9am-5pm Tuesday 22 Sept 9am-5pm Wednesday 23 Sept 9am-5pm Thursday 24 Sept 9am-5pm Friday 25 Sept 9am-5pm Wednesday 30 Sept <u>9am-12pm</u> Room Number: <b>Y4-09</b>