



2020 Enrolment Advice

Program Enrolment Advice Session: None

PROGRAM CODE	DMIN	YEAR LEVEL	2
PROGRAM NAME	International Master of Business Administration		
ACADEMIC PLAN	Advertising and Brand Management	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 ask@campuscentral.unisa.edu.au 1300 301 703	SCHOOL (Please contact the School Office if you have any other queries)	Business School Hub businesshub@unisa.edu.au (08) 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.

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	5080	e-Marketing	Enrol into Preparatory Class Number 22945 Choose Seminar 22946 See Timetable for specific days, dates, location OR Externally: 24897	Prerequisites: Marketing Management (MARK 5025)
MARK	5079	Advertising: Planning and Buying Media	Enrol into Preparatory Class Number 22934 Choose Seminar 22935 See Timetable for specific days, dates, location OR Externally: 24896	Prerequisites: Marketing Management (MARK 5025)

MARK	5031	Brand Management	<p>Enrol into Preparatory Class Number 23853</p> <p>Choose Seminar 22936</p> <p>See Timetable for specific days, dates, location</p> <p>OR</p> <p>Externally: 24898</p>	Prerequisites: Nil
		Specialisation Elective 1	Elective List: International Master of Business Administration (Advertising and Brand Management)	To be selected from the specialisation elective list or may be used to complete an international exchange, internship or Business School electives approved by the Program Director.

Second Semester (Study Period 5)				
Subject Area	Catalogue Number	Course Name	Class numbers	Notes
		Specialisation Elective 2	Elective List: International Master of Business Administration (Advertising and Brand Management)	To be selected from the specialisation elective list or may be used to complete an international exchange, internship or Business School electives approved by the Program Director.
		Business Elective	Elective List: International Master of Business Administration (Advertising and Brand Management)	This course may be selected from the list of Business School Electives or Specialisation Electives or as approved by the Program Director.

BUSS Or BUSS	5434 Or 5396	Business Project G Or Business Practicum G	Enrol into Industrial Placement Class Number 54536 See Timetable for specific days, dates, location OR Enrol into Practicum Class Number 54549 See Timetable for specific days, dates, location	Note: This course may be substituted for an elective with the approval of the Program Director.
BUSS	5034	International Business Strategy and Ethics	Enrol into Preparatory Class Number 52225 Choose Seminar 51420, 51421 or 52226 See Timetable for specific days, dates, location	Prerequisites: Marketing Management (MARK 5025) Global Business Environment (BUSS 5300) Accounting for Decision Making (ACCT 5011)

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:

Please visit the online program structure for up-to-date information [DMIN International Master of Business Administration \(Advertising and Brand Management\)](#)

1. Students may choose electives that are outlined in the electives list, on the above-mentioned website. If you wish to undertake another course as an elective, then prior approval is required from the Program Director.

2. Students may also wish to vary their study plan outside of the prescribed program structure. This can be achieved by asking for a course substitution from your Program Director
3. Kindly note timetable and course availability may change without warning. Please ensure you always check the timetable link for all up-to-date information. If you are enrolled in a course and the School needs to close it, you will then be contacted accordingly.

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 Support 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](#).