



2020 Enrolment Advice

Program Enrolment Advice Session: None

PROGRAM CODE	DMIN	YEAR LEVEL	1
PROGRAM NAME	International Master of Business Administration		
ACADEMIC PLAN	<p>Advertising and Brand Management with 18 units of Advanced Standing</p> <p>Do not enrol in: MARK 5025 Marketing Management** ACCT 5011 Accounting for Management M ECON 5020 Economic Principles for Business BUSS 5300 Global Business Environment</p> <p>**Students who receive Advanced Standing in this program who have not already successfully completed this course are advised to undertake this course in place of one of their Advertising and Brand Management or Business Electives prior to undertaking any of their Marketing Specialisation courses.</p>	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

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
BUSS	5302	Managing the Global Workforce	<p>Enrol into Preparatory Class Number 23664</p> <p>Choose Seminar 23664</p> <p>See Timetable for specific days, dates, location</p> <p>OR</p> <p>Externally: 25002</p>	Prerequisites: Nil
BUSS	5114	People, Leadership and Performance	<p>Enrol into Preparatory Class Number 23666</p> <p>Choose Seminar 23667, 23668, 23669, 23670, 23671 or 24592</p> <p>See Timetable for specific days, dates, location</p> <p>OR</p> <p>Externally: 25042</p>	Prerequisites: Nil

MARK	5025	<p>Business Elective</p> <p>OR</p> <p>Marketing Management</p>	<p>Elective List: International Master of Business Administration (Advertising and Brand Management)</p> <p>OR</p> <p>Enrol into Preparatory Class Number 21826</p> <p>Choose Seminar 21827, 21828 or 21829</p> <p>See Timetable for specific days, dates, location</p> <p>OR</p> <p>Externally:24906</p>	<p>This course may be selected from the list of Business School Electives or Additional Specialisation Electives or as approved by the Program Director</p> <p>Prerequisites: Nil</p> <p>Note: Students who received Advanced Standing in this program who have not already successfully completed MARK 5025 Marketing Management are advised to enrol in MARK 5025 in place of one of their Advertising and Brand Management or Business Electives prior to undertaking any of their Marketing Specialisation courses.</p>
MARK	5031	<p>Brand Management</p>	<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>	<p>Prerequisites: Nil</p>

Second Semester (Study Period 5)				
Subject Area	Catalogue Number	Course Name	Class numbers	Notes
MARK	5024	Advertising: Theory and Practice	<p>Enrol into Preparatory Class Number 52537</p> <p>Choose Seminar 52538</p> <p>See Timetable for specific days, dates, location</p> <p>OR</p> <p>Externally: 54530</p>	
BUSS	5348	Issues in International Trade	<p>Enrol into Preparatory Class Number 53533</p> <p>Choose Seminar 53534, 53535 or 53630</p> <p>See Timetable for specific days, dates, location</p>	
		Specialisation Elective 1	Elective: 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.
		Specialisation Elective 2	Elective: 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.

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](#).