



# 2024 Enrolment Advice

**There will be no Program Enrolment Advice Session**

<b>PROGRAM CODE</b>	DBMN	<b>YEAR LEVEL</b>	<b>1</b>
<b>PROGRAM NAME</b>	Bachelor of Marketing and Communication		
<b>ACADEMIC PLAN</b>	N/A	<b>CAMPUS</b>	City West
<b>CAMPUS CENTRAL</b> (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 <a href="mailto:ask@campuscentral.unisa.edu.au">ask@campuscentral.unisa.edu.au</a> 1300 301 703	<b>ACADEMIC UNIT</b> (Please contact the Academic Unit if you have any other queries)	Business Student Hub <a href="mailto:enquiry@business.unisa.edu.au">enquiry@business.unisa.edu.au</a> 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.

External 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.

There is only one 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	<a href="#">Marketing Principles: Trading and Exchange</a>	<p><b>Internal:</b></p> <p>Enrol into Preparatory class <b>20669</b>  <b>and</b>            Enrol into Lecture class <b>20670</b>  <b>and</b>            Enrol into 1 Tutorial*            *Please refer to the <a href="#">class timetable</a> for all class numbers</p> <p><b>OR</b></p> <p><b>External:</b></p> <p>Enrol into class <b>24124</b></p>	
ACCT	1008	<a href="#">Accounting for Business</a>	<p><b>Internal:</b></p> <p>Enrol into Preparatory class <b>20891</b>  <b>and</b>            Enrol into 1 Workshop*            *Please refer to the <a href="#">class timetable</a> for all class numbers</p> <p><b>OR</b></p> <p><b>External:</b></p> <p>Enrol into class <b>23798</b></p>	

COMM	1083	<a href="#">Social Media and Society</a>	<b>Internal:</b> Enrol into 1 Seminar* *Please refer to the <a href="#">class timetable</a> for all class numbers  <b>OR</b> <b>External:</b> Enrol into Online Seminar <b>20018</b>	
COMM	1006	<a href="#">Communication and Media</a>	<b>Internal:</b> Enrol into Lecture class <b>21441</b> <b>and</b> Enrol into 1 Tutorial* *Please refer to the <a href="#">class timetable</a> for all class numbers  <b>External: Not available</b>	

**Second Semester (Study Period 5)**

Subject Area	Catalogue Number	Course Name	Class numbers	Notes
LAWS	1018	<a href="#">Business Law</a>	<p><b>Internal:</b></p> <p>Enrol into Preparatory class <b>50220</b>  <b>and</b>            Enrol into Lecture class <b>53876</b>  <b>and</b>            Enrol into 1 Tutorial*</p> <p>*Please refer to <a href="#">class timetable</a> for all class numbers</p> <p><b>OR</b></p> <p><b>External:</b></p> <p>Enrol into class <b>53878</b></p>	
MARK	1008	<a href="#">Consumer Behaviour</a>	<p><b>Internal:</b></p> <p>Enrol into Preparatory class <b>52036</b>  <b>and</b>            Enrol into Lecture class <b>52037</b>  <b>and</b>            Enrol into 1 Tutorial*</p> <p>*Please refer to the <a href="#">class timetable</a> for all class numbers</p> <p><b>OR</b></p> <p><b>External:</b></p> <p>Enrol into class <b>53870</b></p>	<p>MARK 1010 - Marketing Principles: Trading and Exchange may be taken prior to or concurrently with MARK 1008 Consumer Behaviour.</p>

COMM	1057	<a href="#">Public Relations Theory and Practice</a>	<p><b>Internal:</b></p> <p>Enrol into Lecture class <b>51222</b></p> <p><b>and</b></p> <p>Enrol into 1 Tutorial*</p> <p>*Please refer to <a href="#">class timetable</a> for all class numbers</p> <p><b>External: Not available</b></p>	
GRAP	1018	<a href="#">Computer Graphics and Imaging for Design</a>	<p><b>Internal:</b></p> <p>Enrol into Lecture Class <b>53793</b></p> <p><b>And</b></p> <p>Enrol into 1 Computer Practical</p> <p>*Please refer to <a href="#">class timetable</a> for all class numbers</p> <p><b>OR</b></p> <p><b>External:</b></p> <p>Enrol into Online Computer Practical <b>52480</b></p>	Refer to Program Note 1

**PLEASE NOTE:**

- 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.
- Students enrol in all courses for both study periods (Study Periods 2 & 5) at the beginning of the year.
- Please ensure you check the course timetable to confirm the location and possible external mode offering for each course.

**RULES:**

1. The program comprises twelve business courses and twelve communication courses.

## PROGRAM NOTES:

1. There is an option of doing the UniSA Online course Digital Graphics and Imaging (GRAP 1027) instead of GRAP 1018 if required.
2. Students should choose their marketing electives from the prescribed list. At least one elective must be an advanced course (Level 3).
3. Students will be encouraged to take exchange or study abroad as part of this degree. Normal course counselling will be provided, and approval required, by the Program Director.

## 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 **Academic Unit contact details** listed on the first page or contact [Campus Central](#).