



2024 Enrolment Advice

There will be no Program Enrolment Advice Session

PROGRAM CODE	DBBM	YEAR LEVEL	1
PROGRAM NAME	Bachelor of Business (Marketing)		
ACADEMIC PLAN	Marketing	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	ACADEMIC UNIT (Please contact the Academic Unit if you have any other queries)	Business Student Hub enquiry@business.unisa.edu.au 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	Marketing Principles: Trading and Exchange	<p>Internal:</p> <p>Enrol into Preparatory class 20669</p> <p>and</p> <p>Enrol into Lecture class 20670</p> <p>and</p> <p>Enrol into 1 Tutorial*</p> <p>*Please refer to class timetable for all class numbers</p> <p>OR</p> <p>External:</p> <p>Enrol into class 24124</p>	Refer to Program Notes 1, 4, 5 & 6
ECON	1008	Principles of Economics	<p>Internal:</p> <p>Enrol into Preparatory class 22430</p> <p>and</p> <p>Enrol into Lecture class 22431</p> <p>and</p> <p>Enrol into 1 Tutorial*</p> <p>*Please refer to class timetable for all class numbers</p> <p>OR</p> <p>External:</p> <p>Enrol into class 20043</p>	Refer to Program Notes 1, 5 & 6

BUSS	1057	Business and Society OR International Study Tour OR Elective	For BUSS 1057 - Business and Society Internal: Enrol into Preparatory class 22133 and Enrol into Lecture class 22134 and Enrol into 1 Tutorial* *Please refer to class timetable for all class numbers OR External: Enrol into class 20052	Business and Society: Refer to Program Notes 1, 5 & 6 International Study Tour: Refer to Program Note 7 Elective: Refer to Program Note 3
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ACCT	1008	Accounting for Business	<p>Internal: Enrol into Preparatory class 20891 and Enrol into 1 Workshop* *Please refer to class timetable for all class numbers</p> <p>OR</p> <p>External: Enrol into class 23798</p>	Refer to Program Notes 1, 5 & 6
MATH	1053	<p>OR</p> <p>Quantitative Methods for Business</p>	<p>Internal: Enrol into Preparatory class 22658 and Enrol into 1 Seminar 22659 or Seminar 22660 and Enrol into 1 Tutorial* *Please refer to class timetable for all class numbers</p> <p>OR</p> <p>External: Enrol into class 24038</p>	Refer to Program Notes 1, 5 & 6

Second Semester (Study Period 5)

Subject Area	Catalogue Number	Course Name	Class numbers	Notes
MARK	1008	Consumer Behaviour	<p>Internal: Enrol into Preparatory class 52036 and Enrol into Lecture class 52037 and Enrol into 1 Tutorial* *Please refer to class timetable for all class numbers</p> <p>OR</p> <p>External: Enrol into class 53870</p>	
MARK	2010	Marketing Analytics	<p>Internal: Enrol into Preparatory class 50551 and Enrol into Lecture class 50552 and Enrol into 1 Tutorial* *Please refer to class timetable for all class numbers</p> <p>OR</p> <p>External: Enrol into class 53879</p>	

		Elective		Refer to Program Notes 3, 5 & 6
LAWS	1018	Business Law	<p>Internal: Enrol into Preparatory Class 50220 and Enrol into Lecture class 53876 and Enrol into 1 Tutorial* *Please refer to class timetable for all class numbers</p> <p>OR</p> <p>External: Enrol into class 53878</p>	Refer to Program Notes 1, 5 & 6

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. Three electives in the final year must be at an Advanced Level.

PROGRAM NOTES:

1. All UniSA Business core courses will be offered in Study Period 2 and Study Period 5.
2. Students with block credit who may have received credit for one or more prerequisite courses can be regarded as satisfying any prerequisite requirement specifying those courses. Students with block credit commencing in the mid-year intake should consult undergraduate student advisors or the program director regarding a suitable structure to satisfy course prerequisite requirements. In some instances, permission may be granted to undertake a prerequisite course concurrently rather than prior to a particular course.

3. Electives may be used to: complete an Experiential Elective (refer to Experiential Electives listing); undertake an international student exchange up to 18 units; or to study other courses of interest offered by UniSA Business including the options provided in the Suggested Electives list. One elective may be chosen from outside UniSA Business. Course pre-requisites must be satisfied.
4. Students granted block credit who have not undertaken an introductory course in Marketing will be required to undertake this course as an elective.
5. Students that have been assessed as completing a qualification in a business discipline at AQF Diploma level or equivalent and have received 36 units of block credit aren't required to complete this course.
6. Students that have been assessed as completing a qualification in a business discipline at AQF Advanced Diploma level or equivalent and have received 54 units of block credit aren't required to complete this course.
7. View available Overseas Study Opportunities at <https://www.unisa.edu.au/global-experiences/study-overseas/> or contact short.programs@unisa.edu.au
8. The International Elective may be used: to complete an overseas practicum; as part of a full semester overseas exchange; or to complete the International Elective option provided in the Electives list.

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](#).