



2025 Full Time: Enrolment Advice

Program Enrolment Advice Session: Study Period 1, 2025

PROGRAM CODE	XBBM	YEAR LEVEL	1
PROGRAM NAME	Bachelor of Business (Marketing)		
ACADEMIC PLAN	Bachelor of Business (Marketing)	STUDENT ADVISER SUPPORT Please contact the Student Adviser team if you need help with enrolling or have any queries about the information on this form.	UniSA Online Student Support Email: students@enquiry.unisa.edu.au Tel: 1300 148 812

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.

Study Period 1, 2025				
Subject Area	Catalogue Number	Course Name	Class numbers	Notes
CURR OR MARK	3021 OR 2034	UO Critical Approaches to Online Learning OR UO Marketing Analytics	For CURR3021, enrol into class number 10155 Enrol into class number 10071	CURR 3021 is not a compulsory course in the program structure. The aim of this course is to prepare UniSA Online students for successful online study through the development of knowledge, skills and affective qualities that promote success in higher education. For students who already have experience with higher education, or who do not wish to undertake this course, we would suggest enrolling into MARK 2034 . For any further advice, please contact your Student Adviser. <i>NOTE: For students who do not undertake CURR 3021, they will instead enrol in an elective course later in the program.</i>
BUSS OR	1067 OR	UO Business and Society OR Elective	For BUSS1067, enrol into class number 10033	If you do not wish to study BUSS1067, you can choose an elective . Please ensure you meet course pre-requisites. Instead of an elective, you may choose another core course from your program timetable and take an elective in a future study period. *See Program Notes regarding electives.

Study Period 3, 2025				
Subject Area	Catalogue Number	Course Name	Class numbers	Notes

MARK	1018	UO Marketing Principles: Trading and Exchange	Enrol into class number 30061	
LAWS	1019	UO Business Law	Enrol into class number 30154	

Study Period 4, 2025				
Subject Area	Catalogue Number	Course Name	Class numbers	Notes
MATH OR MARK	1075 OR 1017	UO Quantitative Methods for Business OR UO Professional Development in Marketing	For MATH1075, enrol into class number 40174 *For MARK1017, enrol into class number 40088	XBBM students have an option to enrol in either UO Accounting for Business (ACCT 1011) or UO Quantitative Methods for Business (MATH 1075). Students wanting to undertake ACCT 1011 should not enrol in MATH 1075. *For MARK1017, pre-requisite requirement of MARK1018 must be satisfied.
MARK	1016	* UO Consumer Behaviour	Enrol into class number 40065	*MARK 1018 UO Marketing Principles: Trading and Exchange may be taken prior to or concurrently with MARK 1016 UO Consumer Behaviour.

Study Period 6, 2025				
Subject Area	Catalogue Number	Course Name	Class numbers	Notes
ACCT MARK	1011 2035	UO Accounting for Business OR UO Market Research	For ACCT1011, enrol into class number 60036 OR For MARK2035, enrol into class number 60062	XBBM students have an option to enrol in either UO Accounting for Business (ACCT 1011) or UO Quantitative Methods for Business (MATH 1075). Students wanting to undertake MATH 1075 should not enrol in ACCT 1011.

				* For MARK2035, pre-requisite requirement of MARK1018 must be satisfied.
ECON	1010	UO Principles of Economics	Enrol into class number 60066	

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. If you wish to study full time, please use the Part Time Enrolment Advice document or contact your Student Adviser team for assistance.
2. Students enrol in all courses for all study periods at the beginning of the year.
- 3. If you have received credit for courses, please refer to your tailored study plan and enrol into the courses that have been mapped out for you.**
- 4. If you have received credit for courses but do not have a study plan, please contact the Student Adviser team on 1300 148 812 or students@enquiry.unisa.edu.au.**

PROGRAM NOTES: One elective in the final year is required to be at an advanced level and must be chosen from the suggested electives list for this degree. Other electives may be chosen from the UniSA Online electives list. Course pre-requisites must be satisfied.

Marketing elective to be chosen from the suggested Marketing electives list.

To view the full list of courses applicable to your program, please visit the Degree Structure listed on the [Bachelor of Business \(Marketing\)](#) program page.