

**CURTIN UNIVERSITY OF TECHNOLOGY
BACHELOR OF COMMERCE**

**INTENSIVE SEMINAR SCHEDULE
TRIMESTER 1A, (MARCH) 2009**

As at 30 April 2009

▪ **ADVERTISING (PRINCIPLES) 211**

Unit Controller – Dr. Rajat Roy

Intensive Seminar Lecturer – Mr Jason Tan

Date	Time
11 April 2009, Saturday	2.00 p.m. – 9.00 p.m.
12 April 2009, Sunday	10.00 a.m. – 5.00 p.m.

▪ **ADVERTISING (CAMPAIGN DEVELOPMENT) 391**

Unit Controller – Mr. Christopher Marchegiani

Intensive Seminar Lecturer – Mr. Christopher Marchegiani

Date	Time
14 March 2009, Saturday	2.00 p.m. – 9.00 p.m.
15 May 2009, Sunday	10.00 a.m. – 5.00 p.m.

▪ **ADVERTISING (STRATEGIC) 310**

Unit Controller – Mr. Christopher Marchegiani

Intensive Seminar Lecturer – Mr. Marchegiani

Date	Time
23 May 2009, Saturday	2.00 p.m. – 9.00 p.m.
24 May 2009, Sunday	10.00 a.m. – 5.00 p.m.

▪ **ADVERTISING (MEDIA PLANNING) 250**

Unit Controller – Dr. Steve Dix

Intensive Seminar Lecturer – Dr Steve. Dix

Date	Time
30 May 2009, Saturday	2:00 p.m. – 9:00 p.m.
31 May 2009, Sunday	10:00 a.m. – 5:00 p.m.

▪ **CONSUMER BEHAVIOUR 201**

Unit Controller – A/Prof. Ian Phau

Intensive Seminar Lecturer – A/Prof. Ian Phau

Date	Time
14 March 2009, Saturday	2.00 p.m. – 9.00 p.m.
15 March 2009, Sunday	10.00 a.m. – 5.00 p.m.

- **INTEGRATED MARKETING COMMUNICATIONS 202**

Unit Controller – Mr. Christopher Marchegiani

Intensive Seminar Lecturer – Mr. Christopher Marchegiani

Date	Time
21 March 2009, Saturday	2.00 p.m. – 9.00 p.m.
22 March 2009, Sunday	10.00 a.m. – 5.00 p.m.

- **MARKETING 100**

Unit Controller – Dr. Sonia Dickinson

Intensive Seminar Lecturer – Mr. Jeffrey Quak

Date	Time
28 March 2009, Saturday	2.00 p.m. – 9.00 p.m.
29 March 2009, Sunday	10.00 a.m. – 5.00 p.m.

- **MARKETING RESEARCH 200**

Unit Controller – Dr. David Wong

Intensive Seminar Lecturer – Dr. David Wong

Date	Time
28 March 2009, Saturday	2.00 p.m. – 9.00 p.m.
29 March 2009, Sunday	10.00 a.m. – 5.00 p.m.

- **PUBLIC RELATIONS (PRINCIPLES) 201**

Unit Controller - Ms. Karen Kerlin

Intensive Seminar Lecturer - Ms. Karen Kerlin

Date	Time
04 April 2009, Saturday	2.00 p.m. – 9.00 p.m.
05 April 2009, Sunday	10.00 a.m. – 5.00 p.m.

- **PUBLIC RELATIONS (MEDIA) 250**

Unit Controller – Ms. Catherine Archer

Intensive Seminar Lecturer – Ms. Catherine Archer

Date	Time
18 April 2009, Saturday	2.00 p.m. – 9.00 p.m.
19 April 2009, Sunday	10.00 a.m. – 5.00 p.m.

- **PUBLIC RELATIONS (CONSULTANCY) 300**

Unit Controller- Ms. Kathrina Wolf

Intensive Seminar Lecturer- Ms. Kathrina Wolf

Date	Time
16 May 2009, Saturday	2:00 p.m. – 9:00 p.m.
17 May 2009, Sunday	10:00 a.m. – 5:00 p.m.

• **PUBLIC RELATIONS (PROFESSIONAL PRACTICE) 393 - Cancelled**
Unit Controller- Ms. Kathrina Wolf

▪ **RETAIL MARKETING & DISTRIBUTION 311**

Unit Controller – Prof. Ramaseshan

Intensive Seminar Lecturer – Prof. Ramaseshan

Date	Time
25 April 2009, Saturday	2.00 p.m. – 9.00 p.m.
26 April 2009, Sunday	10.00 a.m. – 5.00 p.m.

▪ **SALES MANAGEMENT 230**

Unit Controller – Mr. Brian Handley

Intensive Seminar Lecturer – Mr. Brian Handley

Date	Time
16 May 2009, Saturday	2.00 p.m. – 9.00 p.m.
17 May 2009, Sunday	10.00 a.m. – 5.00 p.m.

▪ **STRATEGIC MARKETING 310**

Unit Controller – Prof. Ramaseshan

Intensive Seminar Lecturer – Prof. Ramaseshan

Date	Time
21 March 2009, Saturday	2.00 p.m. – 9.00 p.m.
22 March 2009, Sunday	10.00 a.m. – 5.00 p.m.