



NATIONAL TRAINING PACKAGE - BLOCK CREDIT AGREEMENT

Form Category	Academic
Document Owner	Director of Academic Services
Related Documents	Credit Policy

Agreement

On successful completion of the specified National Training Package detailed below, a student will be guaranteed entry to Bachelor of Business (Marketing) (BBUSMKT16) with advanced standing granted through Block Credit worth 120 credit points.

Entry pathway course	SIT60316 – Advanced Diploma of Hospitality Management	
Completion date range	Within the last 5 years	
Superseded course inclusions	SIT60313 - Advanced Diploma of Hospitality	
Destination course	BBUSMKT16	Bachelor of Business (Marketing)
Block credit guaranteed	90 credit points at 100 level, 20 credit points at 200 level and 10 credit points at 100 level	
Remaining credit points	120 credit points	
Subjects exempt for destination course	BIZ101	Business Communications
	BIZ102	Understanding People & Organisations
	BIZ104	Customer Experience Management
	GEC101-6	General Elective Credits at UG100 Level x 6
	BIZ201	Accounting for Decision Making
	GEC201	General Elective Credit at UG200 Level
	GEC301	General Elective Credit at UG300 Level
Subjects required for completion of destination course	Core	40 Credit Points (4 subjects)
	MKT101A	Marketing Fundamentals
	BIZ202	The Business Environment
	BIZ301	Organisational Creativity and Innovation
	MGT301A	Ethics and Sustainability
	Specialism	80 Credit Points (8 subjects)
	MKT103A	Integrated Marketing Communications
	MKG102	Consumer Behaviour
	MKG201	B2B Marketing
	MKT202A	Marketing & Audience Research
	MKG203	Digital Marketing Communications
	MKT301A	Marketing Strategy
	MKG302	Marketing Consulting Project
	IND301A	Industry Consulting Project
	Electives	0 Credit Points (0 subjects)
	Authorised by (Associate Dean)	 Kristina Nicholls
Responsible Officer (Program Director)	 Darren Peters	
Date of agreement	3 rd December 2019	
Duration of agreement	This arrangement will remain in effect for the duration of the destination course accreditation, unless withdrawn by the Vertical Learning and Teaching Committee.	