



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 80 credit points.

Entry pathway course	BSB52415 Diploma of Marketing and Communication	
Completion date range	Within the last 10 years	
Superseded course inclusions	None	
Destination course	BBUSMKT16	Bachelor of Business (Marketing)
Block credit guaranteed	70 credit points at 100 level and 10 credit points at 200 level	
Remaining credit points	160 credit points	
Subjects exempt for destination course	MKT101A	Marketing Fundamentals
	MKT103A	Integrated Marketing Communications
	MKG102	Consumer Behaviour
	MKT202A	Marketing & Audience Research
	GEC101-4	General Elective Credits at UG100 Level x 4
Subjects required for completion of destination course	Core	70 Credit Points (7 Subjects)
	BIZ101	Business Communications
	BIZ102	Understanding People and Organisations
	BIZ104	Customer Experience Management
	BIZ201	Accounting for Decision Making
	BIZ202	The Business Environment
	BIZ301	Organisational Creativity and Innovation
	MGT301A	Ethics and Sustainability
	Specialism	50 Credit Points (5 Subjects)
	MKG201	B2B Marketing
	MKG203	Digital Marketing Communications
	MKT301A	Marketing Strategy
	MKG302	Marketing Consulting Project
	IND301A	Industry Consulting Project
	Electives	40 Credit Points (4 Subjects)
	2 x 'Any level' Elective	Electives at UG100, UG200 or UG300 level
	1 x 200 level Elective	Elective at UG200 level
	1 x 300 level Elective	Elective at UG300 level

Authorised by (Associate Dean)	 Kristina Nicholls
Responsible Officer (Program Director)	 Darren Peters
Date of agreement	18 th November 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of agreement	This arrangement will remain in effect for the duration of the destination course accreditation, unless withdrawn by the Vertical Learning and Teaching Committee.