### BLOCK CREDIT AGREEMENT

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

### Agreement

On successful completion of the specified higher education qualification 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.

<table>
<thead>
<tr>
<th>Entry pathway course</th>
<th>DIPEVT16 Diploma of Event Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provider</td>
<td>Torrens University Australia</td>
</tr>
<tr>
<td>Completion date range</td>
<td>Within ten years of application</td>
</tr>
<tr>
<td>Superseded course inclusions</td>
<td>N/A</td>
</tr>
<tr>
<td>Destination course</td>
<td>BBUSMKT16 Bachelor of Business (Marketing)</td>
</tr>
<tr>
<td>Block credit guaranteed</td>
<td>60 credit points at 100 level and 20 credit points at 200 level.</td>
</tr>
<tr>
<td>Remaining credit points</td>
<td>160 credit points</td>
</tr>
</tbody>
</table>

#### Subjects exempt for destination course

- BIZ101 Business Communications  
- BIZ102 Understanding People and Organisations  
- MKT101A Marketing Fundamentals  
- BIZ104 Customer Experience Management  
- EVN101 Introduction to Events  
- EVT101A Event Concepts and Design  
- EVT201A Event Management and Operations  
- EVT207A Event Venue Management

#### Subjects required for completion of destination course

**Core**  

40 Credit Points (4 Subjects)  

- BIZ201 Accounting for Decision Making  
- 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**  

40 Credit Points (4 Subjects)  

- 3 x ‘Any level’ Elective  
- Electives at UG100, UG200 or UG300 level  

- 1 x 300 level Elective  
- Elective at UG300 level
<table>
<thead>
<tr>
<th>Authorised by</th>
<th>Kristina Nicholls</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Associate Dean)</td>
<td></td>
</tr>
</tbody>
</table>

| Responsible Officer         | Darren Peters     |
| (Program Director)          |                   |

| Date of agreement           | 17\textsuperscript{th} January 2020 |

| 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. |
