



NATIONAL TRAINING PACKAGE - BLOCK CREDIT AGREEMENT

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| 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.

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| Entry pathway course | BSB60215 Advanced Diploma of Business | |
| Completion date range | Within the last 10 years | |
| Superseded course inclusions | BSB60207 Advanced Diploma of Business | |
| Destination course | BBUSMKT16 | Bachelor of Business (Marketing) |
| Block credit guaranteed | 60 credit points at 100 level, 10 credit points at 200 level and 10 credit points at 300 level | |
| Remaining credit points | 160 credit points | |
| Subjects exempt for destination course | BIZ102 | Understanding People and Organisations |
| | MKT101A | Marketing Fundamentals |
| | GEC101-4 | General Elective Credits at UG100 Level x 4 |
| | GEC201 (or BIZ201) | General Elective Credit at UG200 Level OR Accounting for Decision Making if an introductory Finance or Accounting subject has been completed |
| | GEC301 | General Elective Credit at UG300 Level |
| Subjects required for completion of destination course | Core | 50-60 Credit Points (5-6 Subjects) |
| | BIZ101 | Business Communications |
| | BIZ104 | Customer Experience Management |
| | BIZ201 | Accounting for Decision Making (unless already credited) |
| | 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 | 20-30 Credit Points (2-3 Subjects) |
| | 2 x 100 level | Electives at UG100 level |
| | 1 x 200 level | Elective at UG200 level (only required if BIZ201 has been credited) |

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| Authorised by (Associate Dean) |  Kristina Nicholls |
| Responsible Officer (Program Director) |  Darren Peters |
| Date of agreement | 5th June 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. |