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** | BSB61015 Advanced Diploma of Leadership and Management |
| **Completion date range** | Within the last 10 years |
| **Superseded course inclusions** | Does NOT recognise BSB60407 Advanced Diploma of Management |
| **Destination course** | BBUSMKT16 Bachelor of Business (Marketing) |
| **Block credit guaranteed** | 100 credit points at 100 level, 10 credit points at 200 level and 10 credit points at 300 level. |
| **Remaining credit points** | 120 credit points |

### Subjects exempt for destination course

- BIZ101 Business Communications
- BIZ102 Understanding People and Organisations
- MKT101A Marketing Fundamentals
- BIZ104 Customer Experience Management
- GEC101-6 General Elective Credits at UG100 Level x 6
- 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**

- **30-40 Credit Points (3-4 Subjects)**
  - 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**

- **0-10 Credit Points (0-1 Subjects)**
  - 1 x 200 level Elective at UG200 level (only required if BIZ201 has been credited)
| **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. |