



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	BSB50215 Diploma of Business, or BSB50415 Diploma of Business Administration, or BSB50815 Diploma of International Business, or BSB51918 Diploma of Leadership and Management	
Completion date range	Within the last 10 years	
Superseded course inclusions	BSB50207 Diploma of Business, or BSB50407 Diploma of Business Administration, or BSB50807 Diploma of International Business, or BSB51915 Diploma of Leadership and Management Does NOT recognise BSB51107 Diploma of Management	
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	BIZ102	Understanding People and Organisations
	GEC101-6	General Elective Credits at UG100 Level x 6
	GEC201	General Elective Credit at UG200 Level x 1
Subjects required for completion of destination course	Core	70 Credit Points (7 Subjects)
	BIZ101	Business Communications
	MKT101A	Marketing Fundamentals
	BIZ104	Customer Experience Management
	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	10 Credit Points (1 Subjects)
	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of agreement	This arrangement will remain in effect for the duration of the destination course accreditation, unless withdrawn by the Vertical Learning and Teaching Committee.