

# Bachelor of Applied Business (Marketing) (BABMKT)

## 1. About the Bachelor of Applied Business (Marketing)

The Bachelor of Applied Business (Marketing) is designed to foster graduates ready to enter the workforce with the skills and understanding required to add value to their employer from day one, rather than being able to simply complete tasks. The Bachelor of Applied Business (Marketing) provides a balance between the traditional fundamentals of core topics – ensuring the ‘why’ of such topics is understood – as well as education into how these topics have evolved over time into their current modern conception.

### Graduate employment opportunities

Graduates may find a range of career pathways and employment opportunities including:

- Marketing Assistant / Manager
- Marketing & Salesperson
- Account Manager within a Marketing department
- Market Research Analyst
- Copywriter
- Digital and Social Media specialist
- Media Advisor

## Course Overview

<b>Course Title</b>	Bachelor of Applied Business (Marketing)		
<b>Study Options – Domestic Australian students</b>	Online delivery Full-time and part-time options available.	<b>Study Options – International students</b>	N/A
<b>Start Dates</b>	January, April, July, September For specific dates visit the <a href="#">website</a> .	<b>Course Length</b>	Full-time: 2 years Part-time: 4 years
<b>Payment Options - Domestic Australian students</b>	<p><b>Upfront payment</b> This means tuition fees will be invoiced each semester and payment is required on or before the due date.</p> <p><b>FEE-HELP</b> FEE-HELP is Australian Government’s loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold. Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.</p>	<b>Payment Options – International students</b>	N/A
<b>Course study requirements</b>	Each subject involves 12 hours of study per week, comprising 4 hours of facilitated study and 8 hours self-directed study.	<b>Assessment</b>	Essays, reports, presentations scenario and case studies, and reflective journals.
<b>Locations</b>	Online Delivery Only	<b>Delivered by</b>	Ducere Global Business School
<b>Provider</b>	Torrens University Australia Ltd is registered as a self-accrediting Australian university by the Tertiary Education Quality and Standards Agency (TEQSA).	<b>CRICOS Course Code</b>	N/A
<b>Provider obligations</b>	Torrens University is responsible for all aspects of the student experience, including the quality of course delivery, in compliance with the <a href="#">Higher Education Standards 2015</a>	<b>Accrediting body</b>	Torrens University Australia Limited ABN 99 154 937 005, CRICOS Provider Code: 03389E. RTO No. 41343
<b>Course Fees</b>	For details, refer to the <a href="#">website</a> .	<b>Any other fees</b>	For details, refer to the <a href="#">website</a> .

## 2. Essential requirements for admission

The general admission criteria that apply to Torrens University Australia courses can be located by visiting the Torrens University Australia website - <https://www.torrens.edu.au/general-admission-information-for-torrens-university-australia-ltd>.

## 3. Student Profile

The table below gives an indication of the likely peer cohort for new students in this course. It provides data on students who commenced in this course in the most relevant recent intake period, including those admitted through all offer rounds and international students studying in Australia.

Applicant background	Trimester one / Full year intake [2020]	
	Number of students	Percentage of all students
<b>(A) Higher education study</b> (includes a bridging or enabling course)	<5	N/P
<b>(B) Vocational education and training (VET) study</b>	<5	N/P
<b>(C) Work and life experience</b> (Admitted on the basis of previous achievement not in the other three categories)	<5	N/P
<b>(D) Recent secondary education:</b>		
• Admitted solely on the basis of ATAR (regardless of whether this includes the consideration of adjustment factors such as equity or subject bonus points)	<5	N/P
• Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, extra test, early offer conditional on minimum ATAR)	0	0%
• Admitted on the basis of other criteria only and ATAR was <b><i>not</i></b> a factor (e.g. special consideration, audition alone, schools recommendation scheme with no minimum ATAR requirement)	0	0%
<b>International students</b>	N/A	N/A
<b>All students</b>	<b>6</b>	<b>100%</b>

Notes: "<5" – the number of students is less than 5.

N/A – Students not accepted in this category.

N/P – Not published: the number is hidden to prevent calculation of numbers in cells with less than 5 students.

## 4. Admission Criteria

<b>Title of course of study</b>	Bachelor of Applied Business (Marketing)
<b>Applicants with higher education study</b>	<p>A completed higher education qualification at AQF level 5 (diploma) or above, or equivalent, from an Australian University or another accredited higher education provider</p> <p><b>OR</b></p> <p>Successful completion of at least 1 EFTSL (equivalent full time student load, or one full year) of an AQF level 6 (Associate Degree) or above, or equivalent, from an Australian University or another accredited higher education provider</p>
<b>Applicants with vocational education and training (VET) study</b>	<p>A completed vocational education qualification at AQF level 4 (Certificate IV) or above, or equivalent, from a registered training organisation (RTO)</p> <p><b>OR</b></p> <p>Successful completion of at least 1 EFTSL (equivalent full time student load, or one full year) of an AQF level 5 (Diploma) or above, or equivalent, at a registered training organisation (RTO)</p>
<b>Applicants with work and life experience</b>	<p>Demonstrated ability to undertake study at the required level:</p> <ul style="list-style-type: none"> <li>• broadly relevant work experience (documented e.g. CV), demonstrating a reasonable prospect of success; OR</li> <li>• formal, informal or non-formal study, completed or partially completed, demonstrating a reasonable prospect of success; OR</li> <li>• written submission to demonstrate reasonable prospect of success; OR</li> </ul>
<b>English Language Proficiency</b> (applicable to international students, and in addition to academic or special entry requirements noted above)	<p>IELTS 6.0 (Academic) with no band less than 5.5</p> <p>This will allow admission of online International Offshore students.</p>
<b>Applicants with recent secondary education (within the past two years) with ATAR or equivalent*</b> (for applicants who will be selected wholly or partly on the basis of ATAR)	Year 12 or equivalent

<b>Title of course of study</b>	Bachelor of Applied Business (Marketing)								
<p><i>*ATAR profile for those offered places wholly or partly on the basis of ATAR in T1 2020:</i></p> <table border="1"> <thead> <tr> <th>(ATAR-based offers only, across all offer rounds)</th> <th>ATAR (OP in QLD) (Excluding adjustment factors) *</th> </tr> </thead> <tbody> <tr> <td>Highest rank to receive an offer</td> <td>&lt;5</td> </tr> <tr> <td>Median rank to receive an offer</td> <td>&lt;5</td> </tr> <tr> <td>Lowest rank to receive an offer</td> <td>&lt;5</td> </tr> </tbody> </table> <p><i>Notes: * "&lt;5" – indicates less than 5 ATAR-based offers were made</i></p>		(ATAR-based offers only, across all offer rounds)	ATAR (OP in QLD) (Excluding adjustment factors) *	Highest rank to receive an offer	<5	Median rank to receive an offer	<5	Lowest rank to receive an offer	<5
(ATAR-based offers only, across all offer rounds)	ATAR (OP in QLD) (Excluding adjustment factors) *								
Highest rank to receive an offer	<5								
Median rank to receive an offer	<5								
Lowest rank to receive an offer	<5								

## Other admission options

*(For applicants who will be selected on a basis other than ATAR)*

<b>Special Entry</b>	Applicants in any category whose study, work or life experiences have been impacted by disability, illness or family disruption will be given special consideration for admission. Each application will be considered on its merit, based on the evidence supplied by the applicant attesting to the circumstances of the applicant. Applicants for special entry may need to complete written or numerical tasks to assist with assessing eligibility for admission.
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## 5. How to apply

- Submit your enquiry directly to Ducere through the link below:
  - <https://courses.ducere.edu.au/torrens-ba-application>

## 6. Advanced standing/academic credit/recognition of prior learning (RPL)

You may be entitled to credit for prior learning, whether formal or informal. Formal learning can include previous study in higher education, vocational education, or adult and community education. Informal learning can include on the job learning or various kinds of work and life experience. Credit can reduce the amount of study needed to complete a degree.

Applicants admitted based on prior higher education study may be eligible for Advanced Standing in the form of credit and/or recognition of prior learning (RPL) under the Torrens University Australia [Credit Policy - \(https://www.torrens.edu.au/policies-and-forms\)](https://www.torrens.edu.au/policies-and-forms).

- Students with completed subjects may be eligible for specified credit and/or elective exemptions
- Students who have completed a qualification at AQF level 5 (diploma) or above may be eligible for block credit (where a block credit agreement exists)
- Students with a mix of formal study and informal and/or non-formal learning may be eligible for recognition of prior learning in addition to any credit approved.

Credit will not be applied automatically. Applicants must apply for credit and/or RPL as early as possible prior to each study period, with applications not accepted after week 2.

This course is accredited by Torrens University Australia ABN 99 154 937 005, RTO 41343, CRICOS 03389E and delivered by Ducere Global Business School Pty Ltd. Information provided in this document is current at the time of publishing (Feb 2021).

For further information about credit and recognition of prior learning please see <http://www.torrens.edu.au/apply-online/course-credits>.

## 7. Where to get further information

- Torrens University Australia (TUA) Website
  - <https://www.torrens.edu.au/>
- Ducere Global Business School
  - <https://www.ducere.edu.au/>
- Universities Admissions Centre (UAC) Website
  - <http://www.uac.edu.au/>
- Quality Indicators for Learning and Teaching (QILT) Website
  - <https://www.qilt.edu.au/>

## 8. Additional Information

### Course Structure and Rules

The course structure comprises a total of 240 credit points. There are 18 core subjects (180 credit points) and 6 elective subjects (60 credit points) within the Bachelor award.

### Subjects

SUBJECT DETAILS
SUBJECT TITLE, DESCRIPTOR
<p><b>ABS105 Fundamentals of Leadership</b></p> <p>In this subject students will develop their theoretical understanding of leadership in a general business context, and how different leadership models apply in varying types of organisations. Students will investigate the fundamental differences between management and leadership, as well as how leadership capability is developed in individuals and organisations. Students will explore the concepts of organisational culture and how the traits of an individual leader can influence the overall culture of a business. In addition, students will develop their own leadership style, linking it to relevant theoretical approaches.</p>
<p><b>ABS108 Competitive Market Positioning</b></p> <p>In this subject, students will build upon basic marketing strategy knowledge to develop a market positioning strategy. Students will be introduced to more complex theories and frameworks to support decision-making and position themselves attractively in competitive markets, considering market trends, market composition and competitor strategies and activity.</p>
<p><b>ABS306 Advanced Digital Marketing</b></p> <p>In this subject, students will be introduced to into the various digital marketing strategies that have rapidly evolved in recent years. Students will develop the skills and understanding required for designing and implementing these strategies for various organisation types and stages of maturity, utilising a plethora of modern technologies. In addition, students will develop the skills required to effectively assess and improve digital marketing campaigns as well as learn how digital marketing plays a crucial role in supporting more traditional techniques.</p>
<p><b>AB203 Digital Business and Disruption</b></p> <p>Technology has changed the game. Whether it be through the emergence of new online platforms, different ways of providing services due to the advent of mobile applications, or through the transformation of traditional business models, digital business practices have become both desired and necessary. As a manager, marketer, or entrepreneur, it is vital that you understand the benefits and limitations of digital business so that you too can be more effective and innovative. In completing this unit, you will be able to effectively identify key opportunities and strategies to maximise business performance through the use of digital technology</p>
<p><b>ABS207 Big Data</b></p> <p>In this subject, students will be introduced to the concepts of big data and how it can be applied in modern business contexts. Following on from developing their understanding of the various methodologies for collecting and interpreting Big Data, students will work on its application to improve business performance. Students completing this unit will have a demonstrated capacity to identify and articulate appropriate metrics for measuring business performance across all departments in varying business types and thus, how to identify pertinent trends to overall business performance.</p>
<p><b>ABS201 Corporate Social Responsibility</b></p> <p>In this subject students will learn the increasingly important role of Corporate Responsibility and how it has evolved over recent years. In addition to the key considerations of CR for organisations, and the opportunities</p>

<b>SUBJECT DETAILS</b>
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and risks involved in adopting or ignoring CR, students will develop their understanding in the various methodologies that are being introduced to foster CR.
<p><b>ABS103 Fundamentals of Entrepreneurship</b></p> <p>This subject introduces students to what it means to be an entrepreneur, the fundamental tools of the trade and the role of entrepreneurship both as it has been and as it currently is. Students will be introduced to the theoretical concepts of entrepreneurial venture creation in a range of contexts.</p>
<p><b>ABS101 Fundamentals of Management</b></p> <p>In this subject, students will come to understand the importance and objectives of organisational management, the various core frameworks required to design and setup organisations, and the tools and techniques effective for the assessment and improvement of organisational performance thus, how to identify pertinent trends to overall business performance.</p>
<p><b>ABS102 Fundamentals of Marketing</b></p> <p>In this subject, students will be introduced to the fundamental concepts of marketing, its function in business and the approaches to marketing management. Students completing this unit will also learn how marketing has evolved in line with digital capabilities as well as why many fundamentals remain unchanged. Students will develop the ability to articulate basic marketing goals and plans.</p>
<p><b>ABS104 Fundamentals of Project Management</b></p> <p>In this subject, students will learn what constitutes a project, the various components and stages of a project, as well as core competencies and approaches of an effective project manager. Taking a broad perspective, this unit introduces students to the similarities of projects between industries, as well as many of the nuances that may be found in particular industries.</p>
<p><b>ABS204 Managing Money and Finance</b></p> <p>In this subject, students will develop their understanding and skills in the foundations of business accounting. Students will develop the knowledge and skills required to prepare and interpret basic financial reports for organisations of varying maturity. They will also explore the theories that underpin business accounting. In addition, students will develop the capability to identify any financial trends of note, in order to make recommendations to decision makers of financial changes that should be made.</p>
<p><b>ABS110 Product Management</b></p> <p>In this subject students will develop a deep understanding of what makes up different product types. Students will develop their understanding of product lifecycles for both goods and services, and the various strategies that need to be developed to manage products through each stage. Students will also learn how to manage product groups; fostering sustainable customer value; and identify opportunities for product innovation.</p>
<p><b>ABS209 Market Research</b></p> <p>In this subject, students will be introduced to the various types of marketing research. Through developing a deep understanding into the various types of marketing information available and those most appropriate for varying business scenarios, students will develop the capability to design research strategies, in turn creating and interpreting reports to provide useful information to business decision makers. In addition, students will develop their skills in identifying useful market trends and what these trends may mean for the organisation</p>
<p><b>ABS308 Integrated Marketing Communications</b></p> <p>In this subject, students will build on skills developed in previous units to further develop and explore the concepts and strategies of marketing communications. Students will develop and design strategies for communicating particular messages with particular customer segments, according to the broader business</p>



<b>SUBJECT DETAILS</b>
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goals, utilising a variety of media and channels to maximise impacts. In addition, students will learn the foundations of brands and effective branding strategy.
<p><b>ABS309 Marketing of Services</b></p> <p>In this subject students will develop a thorough understanding of the nuances of marketing business services. Through gaining an understanding of the various levels and components of services, students will develop their ability to design marketing strategies specific to services with the goal of maximising value.</p>
<p><b>ABS310 Marketing Strategy and Planning</b></p> <p>In this subject, students will learn how to merge the broad array of skills they have developed, in order to design holistic marketing strategies. Students will learn to understand the relevance of broader business challenges, opportunities and goals, and marketing strategy, as well as learn how to work with management from other business functions in developing marketing plans.</p>
<p><b>ABS206 Design Thinking for Business</b></p> <p>In this subject, students will be introduced to design thinking and why this modern business concept is useful and valuable to all kinds of businesses. In particular, students will engage with the design thinking process - from ideation through to evaluation - as well as exploring the role it plays in current businesses, the theory and philosophy behind design thinking, and the different approaches to design thinking. Students will have an opportunity to apply their knowledge and will engage in a design thinking process for an existing organisation, or their own venture</p>
<p><b>ABS205 Practicing Leadership</b></p> <p>In this subject, students will develop their theoretical understanding of leadership in a general business context, and how different leadership models apply in varying types of organisations.</p> <p>Students will investigate the fundamental differences between management and leadership, as well as how leadership capability is developed in individuals and organisations. Students will explore the concepts of organisational culture and how the traits of an individual leader can influence the overall culture of a business. In addition, students will develop their own leadership style, linking it to relevant theoretical approaches</p>

## Locations

The Bachelor of Applied Business (Marketing) can be studied fully online.

## A positive student experience

Torrens University Australia values the importance of a positive student experience, and therefore has robust processes to resolve student complaints. The Student Complaints Policy, and associated procedures, can be accessed from the [website](https://www.torrens.edu.au/policies-and-forms) (<https://www.torrens.edu.au/policies-and-forms>).

## Paying for your qualification

We offer two payment options for this course:

- **Upfront payment**  
If you want to complete your qualification debt-free you can choose to pay as you go. This means tuition fees will be invoiced each semester and payment is required on or before the due date using EFTPOS, credit card or direct transfer.
- **FEE-HELP**

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Further information about FEE-HELP, including eligibility, is available at:

- FEE-HELP website:  
<http://studyassist.gov.au/sites/studyassist/help-payingmyfees/fee-help/pages/fee-help->
- FEE-HELP booklets:  
<http://studyassist.gov.au/sites/studyassist/helpfulresources/pages/publications>

### **Austudy and Abstudy**

Students enrolled in this course may be eligible for government assistance, such as [Austudy](#) or [Abstudy](#).