

# Bachelor of Business (Marketing) (BBUSMKT16)

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

The Bachelor of Business (Marketing) (BBUSMKT16) course has been designed to provide a broad understanding of business for those graduates wishing to enter the diverse areas found within the marketing business sector in Australia, and globally. The course also offers a student the possibility, within the Bachelor of Business (Marketing), to experience a range of knowledge and skills from across other BBUS specialisms.

The course aims to develop graduates with attitudes of intellectual curiosity, independent thinking, a commitment to lifelong learning, and to be ethical, reflective professional practitioners.

You will be able to apply conceptual and theoretical knowledge in practical situations, learn essential employment skills either by working with case studies or real clients on real tasks in a classroom environment. The undertaken subjects will enable you to apply and extend your knowledge acquired through coursework subjects and will provide a valuable professional experience.

Graduates may find a range of career pathways and employment opportunities related to their areas of expertise and use their acquired skills to develop successful business practice. The proposed course structure will prepare graduates for, and provide pathway opportunities to, further academic and professional study.

### Graduate employment opportunities

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

- Assistant Product Manager
- Assistant Channel Manager
- Junior Brand Manager
- Sponsorship Coordinator
- Marketing Research Assistant
- Industry Communications Manager
- Sales Manager
- Digital Marketing Coordinator
- Digital Account Executive
- B2B Marketing Consultant
- Social Media Specialist
- Marketing Coordinator

## Course Overview

<b>Course Title</b>	Bachelor of Business (Marketing) (BBUSMKT16)		
<b>Study Options – Domestic Australian students</b>	Face to Face delivery Online delivery Hybrid delivery (10% Face to face and 90% online) Full-time, accelerated and part-time options available.	<b>Study Options – International students</b>	Face to Face delivery Full-time International students are allowed to study the maximum of 33% of their total course through online learning. International students must study at least one subject that is not online in each compulsory study period.
<b>Start Dates</b>	February, June, September For specific dates visit the <a href="#">website</a> .	<b>Course Length</b>	Full-time: 3 years Accelerated: 2 years Part-time: 6 years
<b>Payment Options - Domestic Australian students</b>	<b>Upfront payment</b> This means tuition fees will be invoiced each trimester and payment is required on or before the due date.  <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.	<b>Payment Options – International students</b>	<b>Upfront payment</b> This means tuition fees will be invoiced each trimester and payment is required on or before the due date.
<b>Course study requirements</b>	Each subject involves 10 hours of study per week, comprising 3 hours of facilitated study and 7 hours self-directed study.	<b>Assessment</b>	A range of assessment methods will be used as appropriate to the problems and challenges set in the subjects, and will be marked against a set rubric which is mapped against the learning outcomes. The assessments will only be achievable if the students engage with the required knowledge and skills development.
<b>Locations</b>	Sydney, Brisbane, Melbourne, Adelaide Online	<b>Delivered by</b>	Torrens University Australia
<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>	090279A
<b>Provider obligations</b>	Torrens University is responsible for all aspects of the student experience, including the quality of course delivery, in	<b>Accrediting body</b>	Torrens University Australia Limited ABN 99 154 937 005, CRICOS Provider Code: 03389E. RTO No. 41343

	compliance with the <a href="#">Higher Education Standards 2015</a>		
<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)	6	14%
<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>not</b> a factor (e.g. special consideration, audition alone, schools recommendation scheme with no minimum ATAR requirement)	<5	N/P
<b>International students</b>	28	64%
<b>All students</b>	<b>44</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 Business (Marketing) (BBUSMKT16)
<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; <b>OR</b></li> <li>• formal, informal or non-formal study, completed or partially completed, demonstrating a reasonable prospect of success; <b>OR</b></li> <li>• written submission to demonstrate reasonable prospect of success.</li> </ul>
<b>English Language Proficiency</b> (applicable to international students, and in addition to academic or special entry requirements noted above)	Equivalent IELTS 6.0 (Academic) with skills band no less than 5.5
<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)	<p>Year 12 or equivalent</p> <p>Senior certificate and a passing grade in year 12 English.</p>

<b>Title of course of study</b>	Bachelor of Business (Marketing) (BBUSMKT16)								
<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, <b>across all offer rounds</b>)</th> <th><b>ATAR (OP in QLD)</b> (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, <b>across all offer rounds</b> )	<b>ATAR (OP in QLD)</b> (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, <b>across all offer rounds</b> )	<b>ATAR (OP in QLD)</b> (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

Via direct application to the institution

- <https://apply.torrens.edu.au/>

## 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.

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/>
- 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

The Bachelor of Business (Marketing) (BBUSMKT16) course structure is three years (240 credit points) in duration (normal full time). 8 subjects (10 credit points each) per year is deemed a normal full time load. Students can fast-track the completion of the degree by taking 4 subjects (40 credit points) per trimester over six trimesters.

### Course Rules

To qualify for the degree Bachelor of Business (Marketing) (BBUSMKT16), the candidate must complete satisfactorily a course of study that comprises 16 core subjects and 8 elective subjects. A combined total of 240 credit points is required. Electives may be chosen from any of the other BBUS suite or other TUA undergraduate courses (pre-requisites permitting). Electives chosen from other TUA courses must have prior approval from the Program Director or delegate.

You must complete 300 hours of Industry-relevant experience across the duration of your course.

### Subjects

SUBJECT DETAILS
SUBJECT TITLE, DESCRIPTOR
<b>BIZ101 Business Communications</b>

<b>SUBJECT DETAILS</b>
<b>SUBJECT TITLE, DESCRIPTOR</b>
<p>The aim of this subject is to provide you with the knowledge and skills to enhance your personal effectiveness, employability, and academic success. This subject introduces you to the concepts of business communications and transferable academic skills.</p> <p>You will examine the different stakeholders and communication contexts which occur in the internal and external business environment, developing the skills and knowledge to effectively interpret and deliver messages in a variety of business situations. This subject will provide you with essential business skills in information literacy, presenting, writing, academic integrity and the use of technology.</p>
<p><b>BIZ102 Understanding People &amp; Organisations</b></p> <p>The aim of this subject is to develop an understanding of modern organisations, their structure and how people collaborate within these structures to achieve the organisation’s strategic objectives and deal with the uncertainty of the 21st Century economy. This knowledge will form a foundation of theoretical knowledge about organisational behavior that will be built on in future subjects. Moreover, it will develop the student’s emotional intelligence and the understanding of their strengths and their application in the business context. These learning objectives will be achieved through a mixture of theoretical readings, class discussions and group projects focusing on how theoretical concepts apply to the work environment. Additionally, reflective journals will be used to apply theory to develop the students own professional capability.</p>
<p><b>BIZ104 Customer Experience Management</b></p> <p>The 21st Century economy is dynamic and driven by customers ever changing wants and needs. To remain competitive businesses need to understand what their customers want and how to deliver a quality customer experience that goes beyond the product or service offering. This subject explores how a customers’ perceptions – both conscious and subconscious – effect their relationship with a brand’s value proposition. Students will explore how a customer’s interactions with a brand during the customer life cycle will determine levels of customer satisfaction. Students will analyze Customer Journey Mapping techniques, Employees engagement in the customer experience strategy and metrics of satisfaction, loyalty and advocacy.</p>
<p><b>BIZ201 Accounting for Decision Making</b></p> <p>The subject aims to provide non-accounting students with a broad, business-based introduction to the conceptual foundations of accounting and finance and the use of management accounting information to assist in key areas such as planning and decision making. It introduces students to basic accounting concepts and functions such as financial statements, techniques for analysing financial statements, investment decisions, costing and opportunity costing analysis and managing working capital.</p>
<p><b>BIZ202 The Business Environment</b></p> <p>The aim of this subject is to help students develop an understanding of how organisations work and the ability to evaluate factors that influence them. This includes all aspects of modern business and the changing external environmental forces at the micro and macro level.</p> <p>Students should be able to take a strategic view of a business and contribute to the process of developing and implementing strategy. The focus will be on the political, legal, economic, social, cultural and technological environment. Analytical techniques will be used to uncover the opportunities and threats to businesses. An awareness of potential risks and challenges as well as corporate social responsibility of the organisation will be introduced as a key learning goal.</p> <p>This case-based unit is designed to provide an overview of the business environment at the global, market and organisational level. This subject is designed to develop effective problem solving, critical analysis, and communication skills around the contemporary issues challenging the pursuit of sustainable business practice.</p>
<p><b>BIZ301 Organisational Creativity and Innovation</b></p> <p>This subject seeks to build the knowledge, skills and attitudes required to succeed as an innovator. Students then apply this knowledge to identify and evaluate innovative, high-growth product and service opportunities in the context of a start-up, a corporation, a not-for-profit or a government institution. The subject equips students with practical skills, including creativity tools, cash-flow modelling, business model analysis and lean experimentation.</p>
<p><b>MKT101A Marketing Fundamentals</b></p>

<b>SUBJECT DETAILS</b>
<b>SUBJECT TITLE, DESCRIPTOR</b>
<p>Students will gain a solid foundation in the marketing discipline introducing relevant and contemporary concepts, theories and models. The unit magnifies the importance of understanding consumer behaviour, segmentation, targeting and positioning, the extended marketing mix and ethics in marketing. Industry relevance provides students with the opportunity of applying key concepts in practical settings. These marketing foundations are expanded on in other subjects available as electives.</p>
<p><b>MKT103A Integrated Marketing Communications</b>            Integrated Marketing Communications provides students with a contemporary view on the use of all different promotional tools available to marketers today such as sales promotions, direct marketing, advertising, personal selling and public relations.            The unit explores how marketers can increase the number of touch points a brand can explore among its target audience in a consistent and effective manner.</p>
<p><b>MKT202A Marketing and Audience Research</b>            This unit provides students with both theoretical knowledge and practical application of the quantitative and qualitative marketing research process. It begins with the concept of marketing research and the research process. It discusses how to design a research project and define the research question. It identifies primary and secondary data sources, and introduces students to qualitative and quantitative research and introductory analytical methods.</p>
<p><b>MKT301A Marketing Strategy</b>            Through an integration of marketing theories, concepts and models studied in previous marketing subjects, in this subject students will be taught how to apply advanced analytical, planning and implementation skills in the field of marketing, as well the role marketing strategy plays within the overall business strategy and organisation goals. It covers the principles and techniques of creating, implementing, and evaluating a marketing strategy, including the analysis of market opportunities and formulating marketing strategies for a variety of different business environments. This subject culminates with a discussion of useful tools and techniques for developing, implementing, monitoring, and evaluating a marketing plan.</p>
<p><b>MKG102 Consumer Behaviour</b>            This unit introduces students to the main aspects of consumer behaviour, including the societal, family and cultural influences on behaviour. The unit examines vital topics such as consumer learning, needs and wants, motivations, perceptions and experience, and specific consumer behaviours and the factors involved in consumer decision making. Students undertaking this unit are encouraged to critically appraise their own buying behaviour, which in turn assists them in acquiring, critically examining, and communicating information from a range of different sources.</p>
<p><b>MKG201 Business-2-Business Marketing</b>            Business-to-Business Marketing introduces students to the principles of industrial marketing, also known as B2B. The subject highlights the importance of firms in building strong relationships with their business clients in the process of value creation. Students will develop an understanding of business markets and the business marketing environment and will build upon their knowledge of marketing principles and market segmentation to formulate their own B2B marketing strategy.</p>
<p><b>MKG203 Digital Marketing Communications</b>            This subject introduces students to new digital and interactive technologies that can be used in the development of marketing strategies. It also highlights the integration of digital marketing communications with traditional marketing communication strategies and practices. It builds upon integrated marketing communications principles and focuses more closely on the latest developments in digital marketing techniques. The subject examines vital topics such as digital marketing communications planning, social media marketing, web design, search marketing, email marketing. It also recognises the role of ethics and regulatory bodies in guiding professional digital marketing practice.</p>
<p><b>MKG302 Marketing Consulting Project</b>            This subject is designed to give students the opportunity to apply their learning in an industry setting and utilise an array of relevant frameworks, models and other analytical tools.</p>

<b>SUBJECT DETAILS</b>
<b>SUBJECT TITLE, DESCRIPTOR</b>
<p>Students will have the chance to participate in teams while working on a practical, real life client case that will simulate an authentic industry project. Students will identify the main issues of a business problem/opportunity; formulate sound recommendations to address the problem/opportunity; and communicate these in a concise and clear manner to clients.</p> <p>Students completing the subject are eligible for 60 hours of credit towards the 300 hours of industry placement.</p>
<p><b>MGT301A Ethics and Sustainability</b></p> <p>This subject is built on broad aspects of sustainable development, corporate responsibility, stakeholder thinking and accountability. It explores how organisations acknowledge their impact of their activities in economic, social and environmental terms. Students will examine why organisations around the world are increasingly moving to reduce the adverse effects of business operations on their stakeholders and local communities. It discusses some of the most common practices associated with environmental ethics evolving to sustainability ethics. It also examines the link between social responsibility and corporate governance. This course will equip you with a set of tools for managing and leading organisations more ethically and sustainably.</p>
<p><b>IND301A Industry Consulting Project</b></p> <p>Industry Consulting Project (IND301A) enables you to apply theory and learning into practical work situations. You will experience personal growth through setting own career goals, learning how to plan and navigate your career in constantly changing work environments. You will learn how to maximise continuous learning, identify professional development needs and accept responsibility to self for project completion.</p> <p>You will also be able to apply conceptual and theoretical knowledge in practical solutions in the workplace by engaging in a 'live brief' in conjunction with an industry client. You will learn how to unpack an undefined business challenge into achievable outcomes, individually and/or as a team by utilising your research and problem-solving skills in a consultancy setting.</p> <p>Students completing the subject are eligible for 100 hours of credit towards the 300 hours of industry-related experience.</p>
<p>Students are required to choose an additional 8 subjects from the Bachelor of Business suite. We strongly recommend taking IND101A as your Elective in Year 1 and IND201A in Year 2.</p>

\*Note that some of the above subjects have pre-requisite requirements.

## Locations

The Bachelor of Business (Marketing) can be studied fully online or at the below Torrens University Campuses:

- Queensland (Brisbane) - 90 Bowen Terrace, Fortitude Valley QLD Australia 4006
- New South Wales (Sydney) - The Rocks – 1-5 Hickson Road, The Rocks Sydney NSW Australia 2000
- Victoria (Melbourne) - 196 Flinders Street, Melbourne VIC Australia 3000
- South Australia (Adelaide) - 82-98 Wakefield Street, Adelaide SA Australia 5000

## Campus Facilities and Services

All campuses are designed to provide students with professional spaces in which to learn and work. They have been planned with student study needs in mind with well-equipped accessible learning spaces as well as student breakout areas for group work and spending time with friends.

## 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**

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 (\$45, 881 in 2019-20). Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.

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-)  
<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)  
<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](#).