


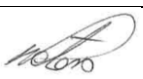
NATIONAL TRAINING PACKAGE - BLOCK CREDIT AGREEMENT

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	SIT60322 Advanced Diploma of Hospitality Management	
Completion date range	Within the last 10 years	
Superseded course inclusions	SIT60316 Advanced Diploma of Hospitality Management SIT60313 Advanced Diploma of Hospitality Management	
Destination course	BBUSMKT16	Bachelor of Business (Marketing)
Block credit guaranteed	120 credit points	
Remaining credit points	120 credit points	
Subjects exempt for destination course	BIZ102	Understanding People & Organisations
	MKT101A	Marketing Fundamentals
	BIZ104	Customer Experience Management
	BIZ201	Accounting for Decision Making
	GEC101-6	General Elective Credits at UG100 Level x 6
	GEC201	General Elective Credit at UG200 Level x 1
	GEC301	General Elective Credit at UG300 Level x 1
Subjects required for completion of destination course	Core	40 Credit Points (4 Subjects)
	BIZ101	Business Communications
	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
	MKT202A	Marketing & Audience Research
	MKG201	B2B Marketing
	MKG203	Digital Marketing Communications
	MKT301A	Marketing Strategy
	MKG302	Marketing Consulting Project
	IND301A	Industry Consulting Project
	Elective	0 Credit Points (0 Subjects)

Authorised by (Associate Dean)	 Professor Scott Richardson
Responsible Officer (Program Director)	 Darren Peters
Date of agreement	27/04/2023
Duration of agreement	This arrangement will remain in effect for a period of three years from the date of the agreement or for the duration of the destination course accreditation (whichever comes first) unless

	it is withdrawn at an earlier date by the Vertical Learning and Teaching Committee.
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