



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	BSB61315 - Advanced Diploma of Marketing and Communication	
Completion date range	Within the last 10 years	
Superseded course inclusions	None	
Destination course	BBUSMKT16	Bachelor of Business (Marketing)
Block credit guaranteed	90 credit points at 100 level, 20 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 & Organisations
	MKT101A	Marketing Fundamentals
	MKT103A	Integrated Marketing Communications
	MKG102	Consumer Behaviour
	MKT102A	Understanding Advertising
	GEC101-3	General Elective Credits at UG100 Level x 3
	MKT202A	Marketing & Audience Research
	GEC201	General Elective Credit at UG200 Level
	GEC301	General Elective Credit at UG300 Level
Subjects required for completion of destination course	Core	50 Credit Points (5 subjects)
	BIZ104	Customer Experience Management
	BIZ201	Accounting for Decision Making
	BIZ202	The Business Environment
	BIZ301	Organisational Creativity and Innovation
	MGT301A	Ethics and Sustainability
	Specialism	50 Credit Points (5 subjects)
	MKG201	B2B Marketing
	MKG203	Digital Marketing Communications
	MKT301A	Marketing Strategy
	MKG302	Marketing Consulting Project
	IND301A	Industry Consulting Project
	Electives	20 Credit Points (2 subjects)
	2 x 'Any level' Elective	Electives at UG100, UG200 or UG300 level

Authorised by (Associate Dean)	 Kristina Nicholls
Responsible Officer (Program Director)	 Darren Peters
Date of agreement	3 rd December 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of agreement	This arrangement will remain in effect for the duration of the destination course accreditation, unless withdrawn by the Vertical Learning and Teaching Committee.