

**BLOCK CREDIT AGREEMENT**

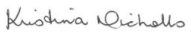

<b>Form Category</b>	Academic
<b>Document Owner</b>	Director of Academic Services
<b>Related Documents</b>	Credit Policy

**Agreement**

On successful completion of the specified higher education qualification 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.

<b>Entry pathway course</b>	Diploma of Business; Diploma of Management; or Diploma of Commerce	
<b>Provider</b>	From providers recognized or accredited with TEQSA, AEI-NOOSR-CEP, THE-ICE or NECHE (NEASC)	
<b>Completion date range</b>	Block credit is for qualifications completed within five years of application	
<b>Superseded course inclusions</b>	N/A	
<b>Destination course</b>	BBUSMKT16	Bachelor of Business (Marketing)
<b>Block credit guaranteed</b>	70 credit points at 100 level and 10 credit points at 200 level	
<b>Remaining credit points</b>	160 credit points	
<b>Subjects exempt for destination course</b>	BIZ102	Understanding People and Organisations
	GEC101-5	General Elective Credit at UG100 Level x 5
	GEC106 (or MKT101A)	General Elective Credit at UG100 Level OR Marketing Fundamentals if an introductory Marketing subject has been completed
	GEC201 (or BIZ201)	General Elective Credit at UG200 Level OR Accounting for Decision Making if an introductory Finance or Accounting subject has been completed
<b>Subjects required for completion of destination course</b>	<b>Core</b>	<b>50-70 Credit Points (5-7 Subjects)</b>
	BIZ101	Business Communications
	MKT101A	Marketing Fundamentals (unless already credited)
	BIZ104	Customer Experience Management
	BIZ201	Accounting for Decision Making (unless already credited)
	BIZ202	The Business Environment
	BIZ301	Organisational Creativity and Innovation
	MGT301A	Ethics and Sustainability
	<b>Specialism</b>	<b>80 Credit Points (8 Subjects)</b>
	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	

	<b>Electives</b>	<b>10-30 Credit Points (1-3 Subjects)</b>
	1 x 'Any level' Elective	Elective at UG100, 200 or 300 level (only required if MKT101A has been credited)
	1 x 200 level Elective	Elective at UG200 level (only required if BIZ201 has been credited)
	1 x 300 level Elective	Elective at UG300 level

<b>Authorised by (Associate Dean)</b>	 Kristina Nicholls
<b>Responsible Officer (Program Director)</b>	 Darren Peters
<b>Date of agreement</b>	6 <sup>th</sup> November 2019
<b>Duration of agreement</b>	This arrangement will remain in effect for the duration of the destination course accreditation, unless withdrawn by the Vertical Learning and Teaching Committee.