


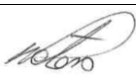
**NATIONAL TRAINING PACKAGE - BLOCK CREDIT AGREEMENT**

<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 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.

<b>Entry pathway course</b>	BSB60520 Advanced Diploma of Marketing and Communication	
<b>Completion date range</b>	Within the last 10 years	
<b>Superseded course inclusions</b>	BSB61315 Advanced Diploma of Marketing and Communication	
<b>Destination course</b>	BBUSMKT16	Bachelor of Business (Marketing)
<b>Block credit guaranteed</b>	120 credit points	
<b>Remaining credit points</b>	120 credit points	
<b>Subjects exempt for destination course</b>	BIZ101	Business Communications
	BIZ102	Understanding People & Organisations
	MKT101A	Marketing Fundamentals
	BIZ104	Customer Experience Management
	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
<b>Subjects required for completion of destination course</b>	<b>Core</b>	<b>40 Credit Points (4 Subjects)</b>
	BIZ201	Accounting for Decision Making
	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
	MKT202A	Marketing & Audience Research
	MKG201	B2B Marketing
	MKG203	Digital Marketing Communications
	MKT301A	Marketing Strategy
	MKG302	Marketing Consulting Project
	IND301A	Industry Consulting Project
	<b>Elective</b>	<b>0 Credit Points (0 Subjects)</b>

<b>Authorised by (Associate Dean)</b>	 Professor Scott Richardson
<b>Responsible Officer (Program Director)</b>	 Darren Peters
<b>Date of agreement</b>	27/04/2023
<b>Duration of agreement</b>	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	it is withdrawn at an earlier date by the Vertical Learning and Teaching Committee.
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