


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 qualification detailed below, a student will be guaranteed entry to Course Title (Code) with advanced standing granted through Block Credit worth XX credit points.

Entry pathway course	BSB61315	Advanced Diploma of Marketing and Communication
Completion date range <i>Insert details of any limits in the year of completion, if applicable</i>	Within the last 10 years	
Superseded course inclusions <i>Insert details of superseded courses that will be recognised in this agreement, if applicable</i>	BBUSMKT07	Bachelor of Business (Marketing)
	BBUSMKT14	Bachelor of Business (Marketing)
Destination course	BBUSMKT16	Bachelor of Business (Marketing)
Block credit guaranteed	Block credit guaranteed 100 credit points: 40 credit points at 100 level, 20 credit points at 200 level, 40 credit points unspecified electives	
Remaining credit points	140 credit points – 14 Subjects	
Subjects exempt for destination course	BIZ101	Business Communications
	BIZ102	Understanding People and Organisations
	MKT101A	Marketing Fundamentals
	MKT103A	Integrated Marketing Communications
	MKG102	Consumer Behaviour
	MKT202A	Marketing and Audience Research
	MKT102A	Understanding Advertising
	2 X 100	(Unspecified) General Elective credit UG100 Level
1 X 200	(Unspecified) General Elective credit UG200 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	Business – 2- Business Marketing
	MKG203	Digital Marketing Communications
	MKT301A	Marketing Strategy
	MKG302	Marketing Consulting Project
	IND301A	Industry Consulting Project

	Elective	40 Credit Points (5 Subjects)
	1 X 300	(Unspecified) General Elective credit UG300 Level
	3 x	Unspecified Electives
	For elective choices please refer to http://www.apm.edu.au/courses/bachelor-of-business-marketing#KxHD35sJv5HEEirF.97 and consult with PD if required.	
Authorised by (Dean)	Greg Harper, PVC Business Laureate Australia	
Responsible Officer (Program Director)	Aleta Keating 	
Date of agreement	Date - 10.08.2017	
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.	