



BLOCK CREDIT AGREEMENT

Form Category	Academic
Document Owner	Director of Academic Services
Related Documents	Credit Policy

Agreement

On successful completion of the first year of study* of the specified Higher Education qualification as 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.

Entry pathway course	Bachelor of Business General Management and Specialisations	
Provider	University of Petroleum and Energy Studies	
Completion date range	Within the last 5 years	
Superseded course inclusions	N/A	
Destination course	BBUSMKT16	Bachelor of Business (Marketing)
Block credit guaranteed	80 Credit Points	
Remaining Credit Points	160 Credit Points	
Subjects exempt for destination course	MKT101A	Marketing Fundamentals
	BIZ201	Accounting for Decision Making
	GEC101-6	General Elective Credits at UG100 Level x 6
Subjects required for completion of destination course	Core	60 Credit Points (6 Subjects)
	BIZ101	Business Communications
	BIZ102	Understanding People and Organisations
	BIZ104	Customer Experience Management
	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
	MKG201	Business to Business Marketing
	MKT202A	Marketing and Audience Research
	MKG203	Digital Marketing Communications
	MKT301A	Marketing Strategy
	MKG302	Marketing Consulting Project
	Elective	20 Credit Points (2 Subjects)
	200 level	Elective at UG200 level x 1
	300 level	Elective at UG300 level x 1

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	is withdrawn at an earlier date by the Vertical Learning and Teaching Committee.
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* All of the following subjects to be passed:
MKTG1008D Essentials of Marketing Management
FINC1024D Business Accounting
HRES1012D Organizational Behaviour
ECON1029D Business Economics
HUMN1020D Business Communication
HRES1011D Management & Leadership
LSCM1008D Operations & Material Management
HRES1010D Human Resource Management.