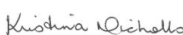



NATIONAL TRAINING PACKAGE - BLOCK CREDIT AGREEMENT

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

Agreement

On successful completion of the specified 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.

Entry pathway course	CTH (IOH) Level 4 Diploma in Advanced Hospitality and Tourism Management	
Completion date range	Within the last 5 years	
Superseded course inclusions	n/a	
Destination course	BBUSMKT16	Bachelor of Business (Marketing)
Block credit guaranteed	50 credit points at 100 level and 30 credit points at 200 level	
Remaining credit points	160 credit points	
Subjects exempt for destination course	BIZ101	Business Communications
	BIZ102	Understanding People and Organisations
	MKT101A	Marketing Fundamentals
	BIZ104	Customer Experience Management
	BIZ201	Accounting for Decision Making
	THE101	Introduction to Tourism, Hospitality & Events
	PMT201	Project Management in Tourism
	HRM200	Strategic Human Resource Management
Subjects required for completion of destination course	Core	30 Credit Points (3 Subjects)
	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	B2B Marketing
	MKT202A	Marketing & Audience Research
	MKG203	Digital Marketing Communications
	MKT301A	Marketing Strategy
	MKG302	Marketing Consulting Project
	IND301A	Industry Consulting Project
	Electives	50 Credit Points (5 subjects)
	'Any' level	Electives at UG100, UG200 or UG300 level x 4
	300 level	Elective at UG300 level x 1
Authorised by (Associate Dean)	 Kristina Nicholls	
Responsible Officer (Program Director)	 Darren Peters	
Date of agreement	27 th November 2020	
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of agreement	This arrangement will remain in effect for the duration of the destination course accreditation, unless withdrawn by the Vertical Learning and Teaching Committee.	