

BLOCK CREDIT AGREEMENT


Form Category	Academic
Document Owner	Director of Academic Services
Related Documents	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 140 credit points.

Entry pathway course	Diploma of International Marketing	
Provider	Hong Kong Academy of Commerce (HKAC)	
Completion date range	Block credit is for qualifications completed within five years of application	
Superseded course inclusions	N/A	
Destination course	BBUSMKT16	Bachelor of Business (Marketing)
Block credit guaranteed	120 credit points at 100 level, 10 credit points at 200 level and 10 credit points at 300 level	
Remaining credit points	100 credit points	
Subjects exempt for destination course	BIZ101	Business Communications
	BIZ102	Understanding People and Organisations
	MKT101A	Marketing Fundamentals
	BIZ104	Customer Experience Management
	MKG102	Consumer Behaviour
	MKT103A	Integrated Marketing Communications
	GEC101-106	General Elective Credit at UG100 Level x 6
	GEC201	General Elective Credit at UG200 Level x 1
	GEC301	General Elective Credit at UG300 Level x 1
Subjects required for completion of destination course	Core	40 Credit Points (4 Subjects)
	BIZ201	Accounting for Decision Making
	BIZ202	The Business Environment
	BIZ301	Organisational Creativity and Innovation
	MGT301A	Ethics and Sustainability
	Specialism	60 Credit Points (6 Subjects)
	MKG201	B2B Marketing
	MKT202A	Marketing & Audience Research
	MKG203	Digital Marketing Communications
	MKT301A	Marketing Strategy
	MKG302	Marketing Consulting Project
	IND301A	Industry Consulting Project
	Electives	0 Credit Points (0 Subjects)

Authorised by (Associate Dean)	<i>Kristina Michallo</i>
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	Kristina Nicholls
Responsible Officer (Program Director)	 Darren Peters
Date of agreement	5th June 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of agreement	This arrangement will remain in effect for the duration of the destination course accreditation, unless withdrawn by the Vertical Learning and Teaching Committee.