



**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 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 110 credit points.

<b>Entry pathway course</b>	Professional Diploma of Accounting and Finance International	
<b>Provider</b>	Hong Kong Academy of Commerce (HKAC)	
<b>Completion date range</b>	Block credit is for qualifications completed within five years of application	
<b>Superseded course inclusions</b>	N/A	
<b>Destination course</b>	BBUSMKT16	Bachelor of Business (Marketing)
<b>Block credit guaranteed</b>	80 credit points at 100 level, 20 credit points at 200 level and 10 credit points at 300 level	
<b>Remaining credit points</b>	130 credit points	
<b>Subjects exempt for destination course</b>	BIZ101	Business Communications
	BIZ102	Understanding People and Organisations
	BIZ201	Accounting for Decision Making
	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
<b>Subjects required for completion of destination course</b>	<b>Core</b>	<b>50 Credit Points (5 Subjects)</b>
	MKT101A	Marketing Fundamentals
	BIZ104	Customer Experience Management
	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
	MKG201	B2B Marketing
	MKT202A	Marketing & Audience Research
	MKG203	Digital Marketing Communications
	MKT301A	Marketing Strategy
	MKG302	Marketing Consulting Project
	IND301A	Industry Consulting Project
	<b>Electives</b>	<b>0 Credit Points (0 Subjects)</b>

<b>Authorised by (Associate Dean)</b>	 Kristina Nicholls
<b>Responsible Officer (Program Director)</b>	 Darren Peters
<b>Date of agreement</b>	5th June 2020
<b>Duration of agreement</b>	This arrangement will remain in effect for the duration of the destination course accreditation, unless withdrawn by the Vertical Learning and Teaching Committee.