



Bachelor of Business (Marketing) 093090A

CRICOS Code	093090A
Full Time	3 years
Part Time	6 years (Domestic students only – see below)
Units	24
Campus	Level 16, 233 Castlereagh Street, Sydney 2000
ILETS Academic	6.0 overall with no band less than 6.0
Delivery mode	Face-to-face
Outcome	Bachelor of Business (Marketing) (BBus(Mkt))

Course Description

The Bachelor of Business is the generalist degree of our age, opening job opportunities in a wide range of businesses, all around the world.

Graduates with a Bachelor of Business (Marketing) are ready for many different positions in business. The degree gives you the business skills to engage and influence clients, develop brand loyalty, understand and operate in the contemporary communications landscape, and execute strategic marketing campaigns.

Graduates will be prepared for success in contemporary organisations and prepared to take on the industry's trends, responsibilities, needs and opportunities.

Career Outcomes

Young people with business degrees get work in almost every industry, improving businesses and advancing their own careers.

Graduates can gain employment in accounting practices, medium and large corporations, the public sector and NGOs (non-government organisations).

The Bachelor of Business (Marketing) prepares you for employment in:

- Advertising
- eMarketing
- International Marketing
- Consumer and Marketing Research
- Marketing Strategy

Accreditation

The Bachelor of Business (Marketing) is accredited by the Tertiary Education Quality and Standards Agency:

<https://www.teqsa.gov.au/national-register/course/polytechnic-institute-australia-pty-ltd-0>

Course Learning Outcomes

Created: 23 November 2019

Modified: 06 August 2020

Review Date:

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Polytechnic Institute Australia Pty Ltd.

ABN: 34 145 333 795 Provider Number PRV14049 CRICOS 03535M

Bachelor of Business (Marketing) 093090A

Having successfully completed the Bachelor of Networking and Telecommunications, you should be able to:

1. Critically analyse relevant concepts so as to understand how the practice of business and related professions in the global marketplace
2. Demonstrate interrelationships between business and related disciplines
3. Locate and critically evaluate relevant data and literature to address business problems via a research approach
4. Apply critical and creative thinking to address issues in business
5. Convey information clearly and fluently in high-quality written and oral form appropriate to the intended audience
6. Demonstrate and critically reflect on how individuals work in teams in a business environment in an inclusive manner
7. Critically analyse business decisions in terms of ethical practice and social responsibility
8. Develop an understanding of the drivers of purchase decision making
9. Appreciate the need to take into consideration the impact of proposed actions on all involved stakeholders and not only on shareholders
10. Apply technical and professional skills necessary to operate effectively in business and related

Course Structure

UNIT CODE	UNIT NAME	PREREQUISITES
YEAR 1		
ACC100	Principles of Accounting	
ICT100	Information Management Systems	ACC100 Principles of Accounting
STT100	Statistics for Business	
GBU100	Professional Business Communication	
MGT100	Introduction to Management	
LAW100	Business Law	
ECO100	Economics for Business	
MKT100	Marketing Practice	
YEAR 2		
FIN200	Business Finance	ACC100 Principles of Accounting STT100 Statistics for Business
MKT202	Researching the Market	MKT100 Marketing Practice STT100 Statistics for Business
MKT200	The Behaviour of Consumers	MKT 100 Marketing Practice
ACC203	Management Accounting	ACC100 Principles of Accounting ICT100 Information Management Systems

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	MKT201	Marketing Services	MKT 100 Marketing Practice
	GBU200	Business Ethics and Corporate Social Responsibility	
	MGT200	Organisational Behaviour	MGT100 Introduction to Management
	MGT201	Strategic Management	MGT100 Introduction to Management
YEAR 3			
	MKT300	Communicating with the Marketplace	MKT 100 Marketing Practice
	MGT301	Leadership	MGT100 Introduction to Management
	MGT300	Managing Organisational Change	MGT100 Introduction to Management
	MKT301	Marketing to Business	MKT 100 Marketing Practice
	MKT302	e-business Marketing	MKT 100 Marketing Practice
	MKT303	International Marketing	MKT 100 Marketing Practice
	MGT303	Leadership	MGT100 Introduction to Management
	MKT304	Marketing Capstone	MGT100 Introduction to Management MKT201 Researching the Market

Exit outcomes

To obtain a Bachelor of Business (Marketing), candidates are required to successfully complete all 24 units. Not all units are offered each semester. If you complete the 8 100 level units with the Institute (either at the Institute or with Advanced Standing that does not exceed 4 of the 100 level units), you will be eligible to obtain a Diploma of Business.

International Student Duration

The CRICOS-registered duration is 156 weeks or 3 years of full-time study (6 semesters). Please note the part time mode is not available to a holder of a student visa, who is not a citizen of Australia or New Zealand, or who is not an Australian permanent resident, or who is a temporary resident of Australia.

Domestic Student Duration

For domestic students the course is 3 years full-time or 6 years part-time.

Delivery Method

Face-to-face on campus.

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Assessment Methods

The Institute uses authentic assessment principles that may include practical exercises, case studies, presentations, reports, online simulations, essays, and examinations. These may include being done under invigilation.

Entry Requirements

- Completion of Year 12, or equivalent, with a minimum ATAR of 60 AND
- NSW (or equivalent) Band 4 Standard English; and
- NSW (or equivalent) Band 3 Advanced Mathematics; or
- NSW (or equivalent) Band 4 Standard 2 Mathematics.; or
- An equivalent secondary qualification overseas that also meets the mathematics requirement above; or
- An accredited Tertiary Preparation Program or a Foundation Year Program offered by an accredited Australian provider that also meets the mathematics requirement above; or
- One year of completed accredited full-time study at a registered institution of tertiary education at AQF level 5 or above that also meets the mathematics requirement above.

Language requirements

The Institute requires that the applicant must supply one of the following qualifications as a condition for admission:

- IELTS (Academic Module): Overall score 6.0 with no band less than 6.0; or
- TOEFL: internet 80, with no section scoring less than 20; or
- Pearson Test of English (PTE): Overall score of 57, with no section scoring less than 50; or
- University of Cambridge - Advanced (CAE): Total score of 52.

The date of application for admission must not be 2 or more years from the date of the test result. If the applicant has undertaken multiple tests, then the most recent test will be the only result considered.

