



## Bachelor of Business (Marketing)

<b>CRICOS Course Code</b>	093090A
<b>Course Id</b>	CRS1400299
<b>Australian Qualifications Framework (AQF)</b>	Upon successful completion, the award conferred is recognised in the AQF at Level 7
<b>Full Time</b>	3 years (6 Semesters)
<b>Part Time</b>	6 years (Domestic students only – see below) (12 Semesters)
<b>Units</b>	24
<b>Credit points</b>	240 credit points
<b>Campus Location</b>	Level 16, 233 Castlereagh Street, Sydney 2000
<b>English Language Requirements</b>	IELTS 6.0 overall with no band less than 6.0
<b>Delivery mode</b>	Blended: on-campus face-to-face with some online content and activities
<b>Outcome</b>	Bachelor of Business (Marketing)
<b>Pathways post completion</b>	This Degree upon successful completion will meet AQF requirements of an AQF level 7 that would allow a pathway to postgraduate studies including Graduate Certificate, Graduate Diploma or Master's degree.
<b>Financing Options</b>	This course is offered as a Fee for service course and is available to both Domestic and International Students.
<b>Intakes</b>	PIA accepts intakes each semester into this Degree

### Course Overview

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



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### Course Learning Outcomes

<b>CLO1</b>	Critically analyse relevant concepts so as to understand how the practice of business and related professions in the global marketplace
<b>CLO2</b>	Demonstrate interrelationships between business and related disciplines
<b>CLO3</b>	Locate and critically evaluate relevant data and literature to address business problems via a research approach
<b>CLO 4</b>	Apply critical and creative thinking to address issues in business
<b>CLO 5</b>	Convey information clearly and fluently in high-quality written and oral form appropriate to the intended audience
<b>CLO 6</b>	Demonstrate and critically reflect on how individuals work in teams in a business environment in an inclusive manner
<b>CLO 7</b>	Critically analyse business decisions in terms of ethical practice and social responsibility
<b>CLO 8</b>	Develop an understanding of the drivers of purchase decision making
<b>CLO 9</b>	Appreciate the need to take into consideration the impact of proposed actions on all involved stakeholders and not only on shareholders
<b>CLO 10</b>	Apply technical and professional skills necessary to operate effectively in business and related

### Graduate attributes

<b>GA1</b>	Communicate effectively in a diverse range of professional or community context
<b>GA 2</b>	Complete work tasks and assignments independently or as an effective member of multidisciplinary teams
<b>GA 3</b>	Engage in and value life-long learning leading to the enhancement of professional knowledge and skills
<b>GA 4</b>	Are information and technology literate
<b>GA 5</b>	Respond appropriately to a changing workforces, cultures and values reflecting a global work environment
<b>GA 6</b>	Demonstrate critical thinking, problem solving and decision-making abilities essential to contributing soundly to the resolution of issues confronting organisations
<b>GA 7</b>	Facilitate intellectual curiosity



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<b>GA 8</b>	Act in an ethical manner in all aspects of professional life.
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### Accreditation

The Bachelor of Business (Marketing) is accredited by the [Tertiary Education Quality and Standards Agency](#).

### Course Structure

	UNIT CODE	UNIT NAME	PREREQUISITES
<b>YEAR 1</b>			
	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	
<b>YEAR 2</b>			
	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
	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
<b>YEAR 3</b>			
	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

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Polytechnic Institute Australia Pty Ltd.

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	MKT304	Marketing Capstone	MGT100 Introduction to Management MKT201 Researching the Market
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### 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 50% (4 units) 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

Type	Explanation
Blended	Blended: on-campus face-to-face with some online content and activities The campus delivered location is level 16, 233 Castlereagh Street Sydney

### 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

- Successful completion of an Australian senior secondary qualification (or recognised equivalent) with the equivalent of a minimum Australian Tertiary Admission Rank (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.
- 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.

### International Students

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Students who have not completed an Australian Year 12 qualification may be admitted into the program through the flexible entry mode.

- An equivalent secondary qualification overseas; or
- An accredited Tertiary Preparation Program or a Foundation Year Program offered by an Australian university; or
- One year of successful full-time study in an accredited course at a university or other higher education provider; or
- Admission to candidature for an undergraduate degree at an Australian university

### Special/Alternative Admission Arrangements

Applicants who are 21 years of age or over who have not completed Year 12, or its equivalent may gain entry to a course by addressing one of the following entry requirements:

1. Successful completion of a Special Tertiary Admissions Test administered by a tertiary admissions centre; or
2. Submission of a portfolio of prior and current academic and professional work; or

Applicants applying under special admission categories will be required to attend an interview with the Dean to assess the applicant's capacity for higher education studies. The applicant should submit a portfolio of prior and current academic and professional work prior to the interview to assist in the assessment process.

The criteria used by the Dean when approving applicants for admission into a course under special or alternative admission arrangements include:

- capacity to pursue tertiary studies;
- motivation to pursue tertiary studies in the discipline of the chosen course;
- demonstrated potential for academic studies based on the applicant's portfolio;
- relevant professional and industry experience; and
- specific consideration of access issues for ATSI's.

### Language requirements

Language proficiency

- IELTS Academic: 6.5 with no band less than 6.0; or
- TOEFL: 575 or better; or
- TOEFL IBT (International Benchmark Test): 91 or better; or
- TOEFL CBT (Computer Based Test): 235 or better; or
- Academic PTE (Pearson Test of English): 58 or better; or
- Cambridge English: CAE and CPE (from 2015): 176 or better; or
- General Certificate of Education (GCE): A Levels with a C or better in English; or
- KITE: all bands B2 with a result greater than 450 in each band; or
- Duolingo: overall 115 with no band less than 110.



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English Language Test results are valid for two years from the date of the results up to the date of commencement at the Institute. The most recent test supersedes ALL previous tests.

### Attendance Requirements

The Institute has enforceable requirements in relation to attendance. Further details are provided at Item 20 of the Terms and Conditions.

### Advance Standing

Granting credit for prior learning ensures that students commence study at a level that appropriately recognises their prior learning experiences and are not required to repeat equivalent learning successfully undertaken in another context. Process for applying for Advance Standing (credit) can be found in the [Advanced Standing Policy and Procedure](#)

### Fees

The course fees (per semester) are indicated on the fees page of our [website](#) and are based on a standard full-time study load and duration. Your course fees and duration may vary if you have applied for and been granted Advanced Standing. Tuition fees may increase during your studies. Students are advised in advance of any increase in tuition fees being implemented.

### Further Information

For further information please contact:  
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