



## Bachelor of Business (Marketing)

|                       |   |
|-----------------------|---|
| <b>CRICOS Code</b>    | 093090A   |
| <b>Full Time</b>      | 3 years   |
| <b>Part Time</b>      | 6 years (Domestic students only – see below)  |
| <b>Units</b>          | 24  |
| <b>Campus</b>         | Level 16, 233 Castlereagh Street, Sydney 2000<br>363 King Street West Melbourne Victoria 3003<br>Level 1, West, 237 Ryrie Street, Geelong Victoria 3220 |
| <b>ILETS Academic</b> | 6.0 overall with no band less than 6.0  |
| <b>Delivery mode</b>  | Blended<br>Face-to-face   |
| <b>Outcome</b>        | Bachelor of Business (Marketing) (BBus(Mkt))  |

### Course Description

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](#):

### 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 |
|-------------|---|



## Bachelor of Business (Marketing)

|               |   |
|---------------|---|
| <b>CLO 2</b>  | Demonstrate interrelationships between business and related disciplines   |
| <b>CLO 3</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>GA 1</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  |
| <b>GA 8</b> | Act in an ethical manner in all aspects of professional life.  |



## Bachelor of Business (Marketing)

---

### Course Structure

#### Bachelor of Business (Marketing)

|        |   | Credit Points | Prerequisites    |
|--------|---|---------------|------------------|
| ACC100 | Principles of Accounting                  | 6             | Nil              |
| ECO100 | Principles of Economics                   | 6             | Nil              |
| GBU100 | Business Communications                   | 6             | Nil              |
| LAW100 | Business Law                              | 6             | Nil              |
| MGT100 | Introduction to Management                | 6             | Nil              |
| MKT100 | Introduction to Marketing                 | 6             | Nil              |
| STT100 | Introductory Statistics                   | 6             | Nil              |
| MKT200 | Consumer Behaviour                        | 6             | MKT100           |
| MKT204 | Brand Management                          | 6             | MKT200           |
| MKT205 | Retail Marketing                          | 6             | MKT204           |
| MKT300 | Integrated Marketing Communications       | 6             | MKT200           |
| MKT302 | Digital Marketing & AI                    | 6             | MKT300           |
| MKT306 | Marketing Data Analytics                  | 6             | STT100 MKT302    |
| MKT308 | Strategic Marketing                       | 6             | MKT300           |
| MKT309 | Services Marketing                        | 6             | MKT300           |
| BUS300 | Applied Capstone Project – Marketing Plan | 6             | 96 credit points |
|        | 8 general electives                       | 48            |                  |
|        | <b>TOTAL CREDIT POINTS</b>                | <b>144</b>    |                  |



## Bachelor of Business (Marketing)

---

### Bachelor of Business (Marketing)

#### with a specialisation in Hospitality Management

|                            |   | Credit Points | Prerequisites          |
|----------------------------|---|---------------|------------------------|
| ACC100                     | Principles of Accounting                      | 6             | Nil                    |
| ECO100                     | Principles of Economics                       | 6             | Nil                    |
| GBU100                     | Business Communications                       | 6             | Nil                    |
| HRM200                     | Human Resource Management                     | 6             | Nil                    |
| LAW100                     | Business Law                                  | 6             | Nil                    |
| MGT100                     | Introduction to Management                    | 6             | Nil                    |
| MKT100                     | Introduction to Marketing                     | 6             | Nil                    |
| STT100                     | Introductory Statistics                       | 6             | Nil                    |
| MKT200                     | Consumer Behaviour                            | 6             | MKT100                 |
| MKT204                     | Brand Management                              | 6             | MKT200                 |
| MKT205                     | Retail Marketing                              | 6             | MKT204                 |
| MKT300                     | Integrated Marketing Communications           | 6             | MKT200                 |
| MKT302                     | Digital Marketing & AI                        | 6             | MKT300                 |
| MKT306                     | Marketing Data Analytics                      | 6             | STT100 MKT302          |
| MKT308                     | Strategic Marketing                           | 6             | MKT300                 |
| MKT309                     | Services Marketing                            | 6             | MKT300                 |
| HSM100                     | Introduction to Hospitality Management        | 6             | Nil                    |
| HSM200                     | Hospitality Operations                        | 6             | HSM100                 |
| HSM201                     | Revenue and Profit Management                 | 6             | ACC100                 |
| HSM300                     | Managing the Hospitality Experience           | 6             | HSM200, MKT200         |
| HSM301                     | Innovation in Hospitality Events and Services | 6             | HSM200, HSM201, MKT200 |
| HSM302                     | Capstone - Hospitality Management Simulation  | 6             | HSM200, HSM201         |
|                            | 2 general electives                           | 12            |                        |
| <b>TOTAL CREDIT POINTS</b> |   | <b>144</b>    |                        |



## Bachelor of Business (Marketing)

---

### 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      | Delivered partially on campus and partially online  |
| Face to Face | This is delivered at level 16, 233 Castlereagh street Sydney<br>363 King Street West Melbourne Vic 3003 and<br>Level 1, West, 237 Ryrie Street, Geelong Victoria 3220 |

### 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.

### Language requirements

Language proficiency

- IELTS Academic: 6.5 with no band less than 6.0; or
- TOEFL: 575 or better; or

**Created:** 23 November 2019  
**Modified:** February 2025  
**Review Date:**

**Document Owner:** Dean  
**Version:** 3.0  
**Page 5 of 6**



## Bachelor of Business (Marketing)

---

- 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.

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.

### Fees

The course fees (per semester) are indicated below 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.

