

Polytechnic Institute Australia

Bachelor of Business (Marketing)

CRICOS Code	093090A
Full Time	2 years
Part Time	4 years
International	3 years
Units	24
Campus	Level 16, 233 Castlereagh Street, Sydney 2000
IELTS	6.0
Delivery mode	Face-to-face
Outcome	Bachelor of Business (Marketing) [BBus(Mkt)]

About Bachelor of Business (Marketing)

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 and included in the National Register of Higher Education Institutions and Courses.

Course Learning Outcomes

Knowledge

- Broad and coherent knowledge of the theories, concepts, and principles of a range of business-related fields and disciplines including marketing, accounting, economics, statistics, and general management;
- Broad and demonstrated knowledge and awareness of business practice, and industry standards and expectations; and
- Knowledge of contemporary business ethics, codes of practice, and corporate governance standards.

Skills

- Cognitive skills to undertake basic research and to analyse and evaluate new information, concepts and evidence from a range of business, industry, and academic sources;
- Cognitive and technical skills to facilitate problem solving and critical thinking in a business environment, and to present reasoned arguments and analyses of key business and technical data; and
- Communication skills to facilitate working effectively with people and teams and to present clear and coherent information in recognised and expected business, professional and academic formats.

Knowledge and Skills

- Through the resolution of problems; the practice of technical functions, for instance, in marketing, accounting, statistics, general management and economics; the application of initiative and innovation; and effective planning and decision making within a business environment;
- Through the identification, implementation, and evaluation of innovative, professional, business practice; and
- With responsibility and accountability for their own learning and professional practice and ethical standards, and in collaboration with others within a business or industry environment.

Course Structure

	UNIT CODE	UNIT NAME	PRE-REQUISITES
Term 1	ACC100	Principles of Accounting	
	ICT100	Information Management Systems	
	STT100	Statistics for Business	
	GBU100	Professional Business Communication	
Term 2	MGT100	Introduction to Management	
	LAW100	Business Law	
	ECO100	Economics for Business	
	MKT100	Marketing Practice	
Term 3	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
	HRM200	An Introduction to HRM	MGT100 Introduction to Management
Term 4	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
Term 5	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
Term 6	MKT302	e-business Marketing	MKT 100 Marketing Practice
	MKT303	International Marketing	MKT 100 Marketing Practice
	MGT303	Entrepreneurship	MGT100 Introduction to Management
	MKT304	Marketing Capstone	MGT100 Introduction to Management MKT201 Researching the Market



Exit outcomes

In order to obtain a Bachelor of Business (Marketing) all candidates are required to successfully complete all 24 units. Not all units are offered each trimester. If you complete the first 8 units you will be eligible to obtain a Diploma of Business.

International Student Duration

The CRICOS-registered duration is 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 2 years full-time and 4 years part-time.

Delivery Method

Face-to-face on campus.

Assessment Methods

Quizzes, practical exercises, case studies, presentations, reports, essay and exams.

Admissions Criteria

A. Applicants with higher education study

Polytechnic institute Australia (PIA) welcomes all entrants to apply. Students who have undertaken higher education study elsewhere may consider applying for admission into any of PIA's courses, providing they meet the following criteria:

- 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

All students are welcome to apply for recognition of prior learning (RPL) or credit transfer where courses are deemed to meet the requirements of the RPL policy

<http://www.pia.edu.au/apply/course-credit>

Completed bridging or enabling course

Applicants who have satisfactorily completed a recognised bridging or enabling course will be assessed based on the evidence they can provide.

B. Applicants with vocational education and training (VET) study

- One year of successful full-time study at a registered training organisation (RTO) at AQF level 4 or above; or

All students are welcome to apply for recognition of prior learning (RPL) or credit transfer where courses are deemed to meet the requirements of the RPL policy.

<http://www.pia.edu.au/apply/important-dates>

C. Applicants with recent secondary education (within the past two years)

Australian Year 12 Students

Students are eligible if they have completed Year 12 (in any state or territory of Australia), or equivalent, with a minimum Australian Tertiary Admission Rank (ATAR) of 55. For prospective students who have an International Baccalaureate please contact info@pia.edu.au for referral to the Academic Director for further consultation.

D. Applicants with work and life experience

(includes those who left secondary education more than 2 years ago)

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:

- successful completion of a Special Tertiary Admissions Test administered by a tertiary admissions centre; or
- submission of a portfolio of prior and current academic and professional work; or
- submission of an application for credit that meets the requirements of the Credit for Prior



Learning Policy and Procedure.

Applicants applying under the special admission categories above will be required to attend an interview with the Course Coordinator 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.

E. International Students

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

Additional information

English language proficiency

If previous study was in a language other than English, the Institute requires that the applicant must supply one of the following qualifications as a condition for admission:

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

How to apply

Applying to study with Polytechnic Institute Australia is easy. We've made our application process as simple as possible.

The online application is available here.

PIA is an equal-opportunity Higher Education Provider. We encourage and accommodate student diversity. Aboriginal and Torres Strait Islander people are welcome to apply.

You will need

- A certified copy of your passport
- A certified copy of your academic records
- Evidence of English language proficiency
- A passport-size portrait photograph (or email to apply info@pia.edu.au)
- A copy of your resume
- Documents not in English should be provided with a certified translation

Advanced standing/academic credit/recognition of prior learning (RPL)

You may be entitled to credit for prior learning, whether formal or informal. Formal learning can include previous study in higher education, vocational education, or adult and community education. Informal learning can include on the job learning or various kinds of work and life experience. Credit can reduce the amount of study needed to complete a degree.

For further information about credit and recognition of prior learning please see <http://www.pia.edu.au/apply/course-credit> or contact info@pia.edu.au

Student profile

The table below gives an indication of the likely peer cohort for new students at the institution. It provides data on students that commenced undergraduate study and passed the census date in the most relevant recent intake period for which data are available, including those admitted through all offer rounds and international students studying in Australia.

Applicant background	Semester one / Full year intake 2017 [i.e. the most relevant recent intake period]	
	Number of students	Percentage of all students
(A) Higher education study (includes a bridging or enabling course)	n	%
(B) Vocational education and training (VET) study	n	%
(C) Recent secondary education:		
• Admitted solely on the basis of ATAR (regardless of whether this includes the impact of adjustment factors such as equity or subject bonus points)	n	%
• Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, extra test, early offer conditional on minimum ATAR)	n	%
• Admitted on the basis of other criteria only and ATAR was not a factor (e.g. special consideration, audition alone, schools recommendation scheme with no minimum ATAR requirement)	n	%
(D) Work and life experience (Admitted on the basis of previous achievement other than the above)	n	%
International students	5	100 %
All students	5	100.0%

Notes: L/N - Low numbers: the number of students is less than 5.
N/A - Data not available for this item.
N/P – Not published: the number is hidden to prevent calculation of numbers in cells with less than 5 students.
[The values of suppressed cells can be approximated by using the totals and subtracting the values of some other cells, but only to within 5 students of the actual number, thereby retaining the confidentiality of the cells marked "L/N".]

Where to get further information

- Polytechnic Institute Australia <http://www.pia.edu.au/>
- TEQSA national register <http://www.teqsa.gov.au/national-register/provider/prv14049>
- QILT website <https://www.qilt.edu.au/>
- Relevant TAC website <http://www.uac.edu.au/>
- Information on appeals and grievance processes <http://www.pia.edu.au/student-info/policies-procedures>
[for those who may wish to dispute admission or enrolment decisions]