

College of Business
Pathway Maps from Vocation Education to Higher Education Programs
for Students Commencing from 2019

Credit from VE program to
Bachelor of Business (Marketing)
(Applied) BP141

	AD010- Associate Degree in Business	AD015- Associate Degree in Legal Practice (Paralegal)	DP003- Diploma of Commerce	C5341- Diploma of Information Technology (ICT50115)	C5358- Diploma of Business (BSB50215)	C5375- Diploma of Business Administration (BSB50415)	C5338- Diploma of Leadership and Management (BSB51915)	C5371- Diploma of Business (Public Relations) (22284V/C)	C5369- Diploma of Logistics (TLI50415)	C5372- Diploma of International Business (BSB50815)	C5366- Diploma of Marketing and Communications (BSB52415)	C5374- Diploma of Accounting (FNS50215)	C5390- Diploma of Accounting (FNS50217) <i>new 2019</i>	C5379- Diploma of Financial Services (FNS51815) <i>new 2018</i>	C5343- Diploma of Financial Planning (FNS50615)	C5337- Diploma of Conveyancing (BSB52015)	C6164- Advanced Diploma of Conveyancing (BSB61115) <i>new 2019</i>	C6148- Advanced Diploma of Accounting (FNS60215)	C6163- Advanced Diploma of Accounting (FNS60217) <i>new 2019</i>	C6155- Advanced Diploma of Marketing and Communications (BSB61315)	C6144- Advanced Diploma of International Business (22279V/C)	C6143- Advanced Diploma of Leadership and Management (BSB61015)	C6140- Advanced Diploma of Business (Public Relations) (22283V/C)	C6141- Advanced Diploma of Legal Practice (22276V/C)	
COMMON CORE																									
ACCT1046	Accounting in Organisations & Society	X		X						X		X	X		X			X	X	X	X	X			
BUSM4176	Introduction to Management	X	X	X		X			X	X	X							X			X	X			
ECON1010	Macroeconomics 1	X		X															X						
ECON1020	Prices and Markets	X		X					X	X				X	X					X	X				
ECON1030	Business Statistics 1	X		X														X	X						
ISYS2056	Business Information Systems	X		X	X	X	X	X	X	X	X							X	X	X	X	X	X	X	
LAW2442	Commercial Law	X		X								X	X			X		X	X					X	
MKTG1025	Marketing Principles	X		X		X	X	X	X	X	X			X					X	X	X	X	X		
MARKETING APPLIED MAJOR																									
MKTG1050	Buyer Behaviour	X																							
MKTG1041	Marketing Communication						X			X										X			X		
MKTG1045	Market Research									X										X			X		
MKTG1053	Service Quality				X					X										X			X		
MKTG1080	Applied Brand Management																								
MKTG1092	Product Innovation Management																								
MKTG1415	Digital Marketing																								
MKTG1071	Strategic Marketing*																								
MKTG1069	Advanced Marketing Concepts and Applications																								
MKTG1086	Business Ethics																								
BUSM4377	Marketing Business Design Project 1*																								
BUSM4378	Marketing Business Design Project 2*																								
BUSINESS MINOR or ELECTIVE COURSES																									
Student Elective 1		X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Student Elective 2		X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Student Elective 3		X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Student Elective 4		X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Total Credit (courses)		13	5	8	5	7	5	7	7	5	8	8	7	6	6	7	5	4	10	10	11	9	8	8	5
Remaining Program Duration (Years)		2.5	3.5	3	3.5	3.5	3.5	3.5	3.5	3.5	3	3	3.5	3.5	3.5	3.5	3.5	3	3	3	3	3	3	3.5	

X= Credit granted
 * Capstone course(s)