

Course Credit Transfer Application Form – Marketing and Communication



F-1.5.3

Instructions:

- Identify (by ticking) the unit of competency you wish to apply for course credit.
- Submit your application form with original/certified supporting documents to Marketing/Student Services (where relevant).
- This completed form is forwarded to the relevant Course Coordinators who will contact you to discuss your application if needed.
- There are no fees for Course Credit Transfer. Assessment fee applies for RPL/RCC. The failure in payment will be deemed as unsuccessful in RPL/RCC.

Glossary:

- **CT (Credit Transfer)** - The granting of status or credit by an institution or training organisation to students for modules (subjects) or units of competency completed at the same or another institution or training organisation.

Section 1. Student to complete

First Name: _____ Last Name: _____

Contact Number: _____ Email: _____

***For current student only**

*Student Number: _____ *College: _____

*Course enrolled: _____

Note: Please identify (by ticking) the unit of competency you wish to apply for course credit.

| Certificate IV in Marketing and Communication (BSB42415) | | | | |
|--|-----------|---|------|-----------------|
| Subject | Unit Code | Unit Title | Tick | Office Use Only |
| Interpersonal Communication | BSBCMM401 | Make a presentation | | |
| | BSBCRT401 | Articulate, present and debate ideas | | |
| | BSBMGT407 | Apply digital solutions to work processes | | |
| | BSBWRT401 | Write complex documents | | |
| Market Profiling | BSBMKG401 | Profile the market | | |
| | BSBMKG408 | Conduct market research | | |
| | BSBPRO401 | Develop product knowledge | | |
| Marketing Communication I | BSBMKG417 | Apply marketing communication across a convergent industry | | |
| | BSBMKG418 | Develop and apply knowledge of marketing communication industry | | |
| | CUAWRT401 | Edit texts | | |
| Consumer Behaviour | BSBMKG419 | Analyse consumer behaviour | | |
| | BSBMKG409 | Design direct response offers | | |
| Diploma of Marketing and Communication (BSB52415) | | | | |
| Marketing Communication II | BSBMKG523 | Design and develop an integrated marketing communication plan | | |
| | BSBADV503 | Coordinate advertising research | | |
| | BSBADV507 | Develop a media plan | | |
| | BSBMKG510 | Plan e-marketing communications | | |
| Marketing Trends | BSBMKG507 | Interpret market trends and developments | | |
| | BSBDES602 | Research global design trends | | |
| | BSBMKG501 | Identify and evaluate marketing opportunities | | |
| Marketing Project | BSBPMG522 | Undertake project work | | |
| Marketing Research | BSBMKG506 | Plan market research | | |
| | BSBMKG508 | Plan direct marketing activities | | |
| Marketing Audit | BSBMKG514 | Implement and monitor marketing activities | | |
| | BSBMKG515 | Conduct a marketing audit | | |
| Advanced Diploma of Marketing and Communication (BSB61315) | | | | |
| Promotional Marketing | BSBADV602 | Develop an advertising campaign | | |
| | BSBADV603 | Manage advertising production | | |
| | BSBADV604 | Execute an advertising campaign | | |
| | BSBADV605 | Evaluate campaign effectiveness | | |
| | BSBMKG523 | Design and develop an integrated marketing communication plan | | |

| | | | | |
|----------------------|-----------|--|--|--|
| Marketing Strategies | BSBMKG605 | Evaluate international marketing opportunities | | |
| | BSBMKG606 | Manage international marketing programs | | |
| | BSBMKG608 | Develop organisational marketing objectives | | |
| | BSBMKG611 | Manage measurement of marketing effectiveness | | |
| Marketing Plan | BSBMKG609 | Develop a marketing plan | | |
| | BSBMGT616 | Develop and implement strategic plans | | |
| Leadership | BSBMGT605 | Provide leadership across the organisation | | |

Supporting evidence: Certificate Transcript Others: _____

Student Declaration:

I wish to apply for Course Credit in the above mentioned course or units and certify that the information supplied by me including any original/certified supporting documents is to the best of my knowledge and true and accurate. I understand that once course credit has been granted, the duration of my course may be shortened, hence a new eCOE will be issued and I will be responsible to advise the Immigration Department for any new changes to my course duration.

Signature of Student: _____ Date: _____

Official Use Only

Section 2. Marketing or Student Services to complete

- To be completed **before** Course Coordinator assessed application

Received and Checked by: _____ Signature: _____ Date: _____

Section 3. Course Coordinators to complete

GRANTED

Number of subjects granted: _____ Based on evidence provided by: _____

Duration of Course affected: _____ Proposed new end date: _____

Direct entry granted: _____

Notes: _____

REFUSED

Number of subjects refused: _____

Reason for refusal

Assessed and Approved by Course Coordinator

Name: _____ Signature: _____ Date: _____

Section 4. Marketing or Student Services to complete

4.1 Student has been contacted, informed and acknowledged the following information.

- The outcome of course credit application (Granted/Refused).
- If granted
 - The duration of his/her course may be shortened, hence a new eCOE will be issued and he/she will be responsible to advise the Immigration Department for any new changes to his/her course duration.
- If refused
 - According to National Code Standard 8, he/she reserves the right to access the College's complaints and appeals processes within 20 days of receiving this decision to have his/her grievances heard and addressed.

Contacted by: _____ Signature: _____ Date: _____

4.2 To be completed (Only if **Course Credit is granted**)

- New eCOE created
 - Yes Created by: _____ Signature: _____ Date: _____
 - N/A
- Updated student enrolment in Paradigm by: _____ Signature: _____ Date: _____