



## COURSE CREDIT APPLICATION FORM

### VET – MARKETING AND COMMUNICATION

(To be read in association with the *Course Credit and Articulation Policy & Procedures* (Kent Website [MyKent Public Link](#)> POLICY – *Course Credit and Articulation Policy & Procedures*> Public Login ‘public@kent.edu.au’ and enter Password ‘AccessKent!’).

<b>Student Details:</b>			
<b>Student Name</b>			
<b>Student Address</b>			
		<b>State:</b>	<b>Postcode:</b>
<b>Mobile Number:</b>		<b>Kent Student ID:</b>	

<b>Course Details:</b>	
<b>Block/Year</b>	
<b>Course Enrolled</b>	<input type="checkbox"/> Certificate IV in Marketing and Communication <input type="checkbox"/> Diploma of Marketing and Communication <input type="checkbox"/> Advanced Diploma of Marketing and Communication
<b>Comments related to Application</b>	

**Student Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

<b>Staff Member’s Signature:</b>	<b>Date:</b> /        /
<b>Position:</b>	

**SUBMIT FORM via E-mail To: [admissions@kent.edu.au](mailto:admissions@kent.edu.au) or in person at Reception Desk – Level 11, 10 Barrack Street, Sydney.**

			Certificate IV in Marketing & Communication (BSB42415)	Diploma of Marketing & Communication (BSB52415)	Advanced Diploma of Marketing & Communication (BSB60515)	Unit Duration (in weeks)	Approved (Yes or No)
C4MKTC1V15	Marketing Communication Knowledge	BSBMKG418 Develop and apply knowledge of marketing communication industry	•			2	
		BSBMKG417 Apply marketing communication across a convergent industry	•			2	
C4MKTC2V15	Communicate Ideas	BSBCRT401 Articulate, present and debate ideas	•			4	
C4MKTC3V15	Business Communication	BSBCMM401 Make a presentation	•			4	
C4MKTC4V15	Digital Solutions	BSBMGT407 Apply digital solutions to work processes	•			4	
C4MKTC5V15	Market Research	BSBMKG401 Profile the Market				2	
		BSBMKG408 Conduct market research	•			2	
C4MKTC6V19	Market Analysis	BSBRES411 Analyse and present research information	•			4	
C4MKTC7V15	Product Knowledge and Promotion	BSBPRO401 Develop product knowledge				2	
		BSBMKG413 Promote products and services	•			2	
C4MKTC8V15	Strategies for Customer Service	BSBCUS401 Coordinate implementation of customer service strategies	•			4	
C4MKTC9V15	Brands and Business Identity	BSBIPR403 Protect and use brands and business identity	•			4	
C5LMC01V15	Customer Relationship Management	BSBCUS501 Manage quality customer service		•		4	
C5LMC02V15	Workplace Relationship Management	BSBLDR502 Lead and manage effective relationship		•		4	
C5LMC03V15	Marketing Planning	BSBMKG506 Plan market research		•		2	
		BSBMKG501 Identify and evaluate marketing opportunities		•		2	
C5LMC04V15	Financial Management	BSBFIM501 Manage budgets and financial plans		•		2	

C5LMC05V15	Marketing Mix and Trends	BSBMKG507 Interpret market trends and developments	•		2	
		BSBMKG502 Establish and adjust the marketing mix	•		2	
C5LMC06V15	Project Work	BSBPMG522 Undertake project work	•		4	
C5MKT1V15	Marketing Communication	BSBMKG523 Design and develop an integrated marketing communication plan	•		4	
C5MKT2V15	Marketing Audit	BSBMKG515 Conduct a marketing audit	•		4	
C5MKT3V15	Planning and Monitoring Direct Marketing	BSBMKG508 Plan direct marketing activities	•		2	
		BSBMKG509 Implement and monitor direct marketing activities	•		2	
C6LMC01V15	Manage Knowledge	BSBINM601 Manage knowledge and information	•		4	
C6LMC02V15	Lead and Manage Change	BSBINN601 Lead and manage organisational change	•		2	
		BSBMGT605 Provide leadership across the organisation	•		2	
C6LMC03V15	WHS and Risk Management	BSBWHS605 Develop, implement and maintain WHS management systems	•		2	
		BSBR501 Manage risk	•		2	
C6LMC04V15	Business Plan	BSBMGT617 Develop and implement a business plan	•		4	
C6LMC05V15	Manage Finances	BSBFIM601 Manage finances	•		4	
C6LMC06V15	Marketing Plan	BSBMKG609 Develop a marketing plan	•		4	
C6LMC07V15	Strategic Plans	BSBMGT616 Develop and implement strategic plans	•		4	
C6MKT1V15	Marketing Objectives and Research	BSBMKG608 Develop organisational marketing objectives	•		2	
		BSBMKG607 Manage marketing research	•		2	
C6MKT2V15	Advertising Campaign	BSBADV602 Develop an advertising campaign	•		4	

## Instructions for Students

It is recommended that students should also refer to **Kent Institute Australia (Kent) Course Credit and Articulation Policy and Procedures** (Kent Website [MyKent Public Link](#)> *POLICY – Course Credit and Articulation Policy & Procedures*> Public Login 'public@kent.edu.au' and enter Password 'AccessKent!').

### **Definition of credit transfer/unit exemption:**

A course credit may be granted if there is a 'one to one' equivalence between the unit(s) successfully completed at the previous institution that match Kent's unit(s).

### **Policy:**

- 1) Students seeking course credit should preferably apply within 30 days of the commencement of their course of study.
- 2) The following documents **must be attached** for your application for course credit to be considered:
  - a) Certified copies of Academic Transcripts or examination results.
  - b) The appropriate sections from the Student Handbook or syllabus for the year in which the relevant unit(s) were passed describing in detail the unit(s) studied at the previous institution.
  - c) An official English translation of overseas qualification/academic records
- 3) Where Kent grants a student course credit which leads to the shortening of the student's course, Kent will:
  - a) If the course credit is granted **before** the student Visa is granted, indicate the actual net course duration in the CoE for that student for that course; OR
  - b) If the course credit is granted **after** the student Visa is granted, report changes of course duration via the Department of Home Affairs (DHA) Provider Registration and International Student Management System (PRISMS).
- 4) Students would normally receive course credit up to a maximum of 50% of the course of study.
- 5) There is no credit recognition fees to be paid.
- 6) If applying for exemption on the basis of work experience, a resume which outlines the experience and a letter from your employer(s) stating that you must have a minimum of **three (3) years** work experience.