

ADBMKT23 Associate Degree of Business (Marketing)

The Associate Degree of Business (Marketing) is two years in duration for a full-time student, or four years duration for a part-time student. Each year consists of three Study Periods, also known as Trimesters.

Core subject - a compulsory subject that you must complete

Elective subject - a subject you must choose from the Elective Bank below

Pre-requisite subject - a subject you must complete before undertaking another subject

This course comprises of 16 subjects that you are required to complete: 12 core subjects and 4 elective subjects.

The course contains 2 subject levels - Level 100 & 200, guiding you from foundational through to more complex subjects.

• **Level 100:** 7 core subjects

• **Level 200:** 5 core subjects

You must select 4 electives from the Elective Bank below. The 4 electives may be chosen from level 100 & 200 subjects.

This is how to identify the subject level - ENT101 is a level **100**, ENT201 is a level **200**

RPL - Should you have any Recognition of Prior Learning (RPL) credits that make you eligible for exemptions, please contact your Program Director to discuss further.

How to read the below Suggested Study Pattern (as a full-time Student):

8 subjects per year make up a full-time study load, following a **3 subjects -3 subjects -2 subjects pattern** across the year's three Study Periods (Trimesters).

As an example: Following the below pattern, the subjects in your first year would be:

1st Study Period: BIZ106, BIZ107 and MKT103A (3 subjects)

2nd Study Period: MKT105, BIZ202 and MKG102 (3 subjects)

3rd Study Period: IND101A and 1 elective (2 subjects)

Studying Part-Time? You would still follow the below sequence from top to bottom, but with fewer subjects per Study Period.

Any questions? Contact HelpMeEnrol@torrens.edu.au

SUGGESTED STUDY PATTERN

Year	Level	Subject Type	Subject	Pre-requisite	Completed	
YEAR 1	Study Period 1					
	100	Core	BIZ106	Academic and Business Communication Skills	-	<input type="checkbox"/>
	100	Core	BIZ107	Understanding Self and Others	-	<input type="checkbox"/>
	100	Core	MKT103A	Integrated Marketing Communications	-	<input type="checkbox"/>
	Study Period 2					
	100	Core	MKT105	Marketing in the Digital Era	-	<input type="checkbox"/>
	100	Core	BIZ202	The Business Environment	-	<input type="checkbox"/>
	100	Core	MKG102	Consumer Behaviour	-	<input type="checkbox"/>
	Study Period 3					
100	Core	IND101A	Industry Skills Project	BIZ106 & BIZ107 must be completed prior to taking IND101A	<input type="checkbox"/>	
	Elective	Elective 1	Choose any level elective subject from the below Elective Bank	As per subject	<input type="checkbox"/>	
YEAR 2	Study Period 4					
	200	Core	BIZ201	Accounting for Decision Making	BIZ202 must be completed prior to taking BIZ201	<input type="checkbox"/>
	200	Core	BIZ204	Customer Experience Management	MKT105 must be completed prior to taking BIZ204	<input type="checkbox"/>
		Elective	Elective 2	Choose any level elective subject from the below Elective Bank	As per subject	<input type="checkbox"/>
	Study Period 5					
	200	Core	MKT303A	International Marketing	MKT105 must be completed prior to taking MKT303A	<input type="checkbox"/>
	200	Core	MKT202A	Marketing & Audience Research	MKT105 must be completed prior to taking MKT202A	<input type="checkbox"/>
		Elective	Elective 3	Choose any level elective subject from the below Elective Bank	As per subject	<input type="checkbox"/>
	Study Period 6					
200	Core	IND201A	Industry Engagement Project	IND101A must be completed prior to taking IND201A	<input type="checkbox"/>	
	Elective	Elective 4	Choose any level elective subject from the below Elective Bank	As per subject	<input type="checkbox"/>	

Please note - not all subjects are available for each Study Period. If your suggested subjects are unavailable, please take the subject that is immediately preceding or following that subject

ELECTIVE BANK - Associate Degree of Business (Marketing)

Level	Subject	Pre-requisite	Chosen	
Level 100	ENT101	Introduction to Entrepreneurship	-	<input type="checkbox"/>
	ENT102	Venture Ideation	-	<input type="checkbox"/>
	EVT102	The Business of Events	-	<input type="checkbox"/>
	MIS100	Foundations of Information Systems	-	<input type="checkbox"/>
Level 200	MGT202	Developing People & Culture	BIZ107 must be completed prior to taking MGT202	<input type="checkbox"/>
	MGT201A	Project Management	BIZ106 & BIZ107 must be completed prior to taking MGT201A	<input type="checkbox"/>
	ENT201	Sales and Negotiation Strategies	ENT101 must be completed prior to taking ENT201	<input type="checkbox"/>
	EVT201A	Event Management and Operations	EVT102 must be completed prior to taking EVT201A	<input type="checkbox"/>
	ECO201	Economics	-	<input type="checkbox"/>

Other subjects from Torrens Undergraduate Programs may be also used as electives, with prior approval from the Program Director

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Course Learning Outcomes - ADBMKT23 Associate Degree of Business (Marketing)

Course Learning Outcome 1	Practice professional knowledge and skills applicable across a range of business settings.
Course Learning Outcome 2	Integrate cultural awareness to enhance communication skills within professional environments.
Course Learning Outcome 3	Practice business services and solutions that meet organisational requirements.
Course Learning Outcome 4	Generate adaptive responses to manage emerging personal, business team, and industry requirements.
Course Learning Outcome 5	Practice personal learning & development skills in a professional context.
Course Learning Outcome 6	Exhibit teamwork and collaborative skills within a business context.
Course Learning Outcome 7	Practice research skills to analyse a range of business problems.
Course Learning Outcome 8	Practice broad business theoretical and technical knowledge in the field of marketing.
Course Learning Outcome 9	Examine the relationship between the business and the customer's needs in a variety of contexts