



**MARKETING
PROGRAM
ACCREDITATION**

APPLICATION FORM

BACHELOR'S DEGREE

Part A Registration

Please complete this form. A separate form is required for each Course/Program. The purpose of the form is to recognise your application and to capture key assessment information relating to the Course/Program.

Please note all text box sizes are indicative only and adjustable to fit your requirements.

Course/Program fees cover:

- The cost of managing and a reviewing the application for each Course / Program / Compulsory Subject / Compulsory Unit; and
- Two years management and promotion of the university partnership, including promotion of the accreditation, such as attendance at Education Fairs, Open Days, Digital Marketing and Public Relations activities.

Fees (excluding GST) are as follows:

- | | |
|---|---|
| • Processing and reviewing of application: | \$1,500 |
| • Management & Promotion:
Subject/Compulsory Unit) | \$3,900 (First Course/Program)
\$2,900 (Subsequent Courses/Programs) |

The fee for processing and reviewing this application is payable on submission. A receipt shall be issued upon receiving payment. Other fees are payable on approval of accreditation.

When assessing your application, the Australian Marketing Institute is primarily interested in:

- A high degree of quality assurance demonstrated by the University;
- A Marketing-related Course/ Program/ Compulsory Subject/Compulsory Unit structure; and
- Workplace relevance

<p>We can help you with the process. Should you have any questions, please telephone the Australian Marketing Institute on (02) 8256 1650.</p>
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Part B The University

Please complete this form (Boxes Expand):

Name of University	
Discipline Group/Faculty	
Contact Name	
Street Address	
Postal Address	
Email	
Contact Phone Number	

Threshold AQF standards are not aspirational (Australian Business Deans Council, 2012). Learning standards must improve on old standards, to build on foundation AQF standards (2011) and reflect the best of international standards. Accreditation by relevant, respected international bodies shall be favourably viewed.

Question (Boxes Expand):

Date of the last Tertiary Education Quality Standards Agency (TEQSA) or Australian Universities Quality Agency audit.

Answer:

Date:	
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Question:

Please specify, any external accreditations received by the University (e.g., AACSB, EQUIS)?

Answer:

- | | |
|--------------------------------|------------------|
| <input type="checkbox"/> AACSB | Date accredited: |
| <input type="checkbox"/> EQUIS | Date accredited: |
| <input type="checkbox"/> AMBA | Date accredited: |
| <input type="checkbox"/> Other | Designation: |

Answer:

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Part C
The Course/Program

Please enter your details into the boxes below:

Course/Program Name:	
Course/Program Code:	
AQF Level:	
Main Contact Person:	
Telephone Number:	
Subject Co-Ordinator:	
Telephone Number:	

1. Please specify for both the Course / Program and Compulsory Units/Subjects a high-level description:

2. Please specify the overall Course/Program (or Compulsory Units/Subjects) learning objectives:

3. Briefly state how the Course/Program and Compulsory Units/Subjects learning objectives relate to leading business theory and practice.

4. Upon successful completion of this Course/Program and Compulsory Units/Subjects students should be able to:

5. Please specify how the Course/Program and Compulsory Units/Subjects contribute to the development of graduate attributes.

6. Please specify for the Course/Program and Compulsory Units/Subjects the Teaching and Learning strategies.

7. Please specify how the Course/Program and Compulsory Units/Subjects lead to industry engagement:

8. Briefly describe instructor qualification requirements for the Course/Program and Compulsory Units/Subjects:

9. Briefly provide biographical information for the staff teaching the course:

10. Briefly describe the processes in place to drive Course/Program and Compulsory Units/Subjects improvement, including any relevant university responses to TEQSA recommendations.

Part D AQF and ABDC Requirements

The Academic Standards for Marketing in the Australian Higher Education document (2012) prepared by the Marketing Learning Outcomes Working Party for the Australia Business Deans Council demand **threshold standards** for Bachelor's degrees:

Graduates at this level will have broad and coherent knowledge and skills for professional work and/or further learning.

Graduates at this level will have broad and coherent theoretical and technical knowledge with depth in one or more disciplines or areas of practice.

Graduates at this level will have well-developed cognitive, technical and communication skills to select and apply methods and technologies to:

- analyse and evaluate information to complete a range of activities*
- analyse, generate and transmit solutions to unpredictable and sometimes complex problems*
- transmit knowledge, skills and ideas to others*

Graduates at this level will apply knowledge and skills to demonstrate autonomy, well-developed judgement and responsibility:

- in contexts that require self-directed work and learning*
- within broad parameters to provide specialist advice and functions*

(AQF-7)

Source: Australian Qualifications Framework Second Edition 2013.

Threshold standards are not aspirational and must be achieved.

See Appendix 1, attached form to be signed – page []

(To confirm graduates of this Bachelor degree are assessed to meet AQF-7 standards)

Part E Career Preparedness

Marketing is a multifaceted profession, preparing graduates to perform in many areas. However, graduates often desire to focus on specific areas, such as; new product development, consumer marketing, international marketing, e-commerce and e-marketing, market research and many other Marketing career categories. These questions ask about how the Course/Program prepares the graduate for career preparedness and workplace performance at task level, on the job.

11. What Marketing careers would this Course/Program typically support and what Course/Program units support this conclusion?

12. What key industry tasks will the graduate be able to perform at the workplace?

Graduate Attributes Required (ABDC – Marketing – 2012)

Below, the required graduate standards are shown in italics. Both theoretical and practical components require your explanations. Please proceed to answer briefly questions, as applies to the Course/Program submitted for AMI accreditation:

13. How will a graduate of this Bachelor's degree gain skills in *Social Responsibility* allowing the graduate to *evaluate relevant ethical, legal considerations and ethical considerations for routine and evolving marketing tasks?*

14. How will a graduate of this Bachelor's degree gain skills in *Analysis* demonstrating the graduate can *obtain, analyse and interpret data relevant to making evidence based decisions for routine marketing tasks in straightforward contexts?*

15. How will graduates of this Bachelor's degree gain *skills to critically apply a broad and coherent knowledge of foundational and contemporary marketing theories, concepts, practical principles, and processes?*

16. How will a graduate of this Bachelor's degree gain skills *to exercise judgement to recommend appropriate solutions for evolving marketing tasks in diverse contexts?*

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17. How will a graduate of this Bachelor's degree gain skills to; *effectively communicate complex marketing ideas in a broad set of personal and group contexts?*

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Please cross (x) under **yes** or **no** to the question below:

18. Are the Program students assigned workplace industry attachments?	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
Comment:		

19. Is the course available online?	Yes	No
If Yes, How does the course use online tools to enhance and support the student learning experience: e.g., BlackBoard? How is Workplace Integrated Learning supported for online students?	<input type="checkbox"/>	<input type="checkbox"/>
Comment:		

20. A full copy of the Course/Program Outline is attached.	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
Comment:		

21. A copy of a recent past assessment paper of each Marketing unit is attached.	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
Comment:		

22. A copy of a fail, pass, credit, distinction and high distinction examination paper for each Marketing unit is attached.	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
Comment:		

23. Does the University use plagiarism detection software (e.g., Turnitin) to monitor all students' submissions of assignments for marking? If yes, what type of software is used? If not, what measures are being taken to rectify the situation?	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
Comment:		

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24. Other supporting material is attached.

Comment:

25. Final Comments (Optional)

Part F

Quality Assurance, Marketing Content and Industry Engagement

The following questions are posed primarily to seek feedback on the Course/ Program/ Compulsory Subject/Compulsory Unit in order to assess the levels of Marketing content and Industry engagement. Other questions relate to internal quality assurance processes and possible delegations to third parties. A checklist of required supporting forms is provided.

Please cross (x) under **yes or no** in the question below.

The following questions are posed primarily to seek feedback on the Course/Program in order to assess the levels of Marketing content and Industry engagement. Other questions relate to internal quality assurance processes and possible delegations to third parties. A checklist of required supporting forms is provided.

Please cross (x) under **yes or no** in the question below.

26. Does the Discipline Group assurance plan sit under a broader internal governance process?	Yes	No
Comment:		

27. Learning standards reflect AQF requirements.	Yes	No
Comment:		

28. Discipline Group assurance plan sits under a broader internal governance process.	Yes	No
Comment:		

	Yes	No
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29. Has Course/Program been assessed against ABDC (Marketing) guidelines?		
Comment:		

30. Does this Bachelor's degree contain at least 33% Marketing content?	Yes	No
Comment:		

31. Was an industry advisory group involved in Course/Program development? If yes, which advisory group and when?	Yes	No
Comment:		

32. Does the University allow this Course/Program to be taught by private providers? If yes, please detail.	Yes	No
Comment:		

33. Are instructors engaged with the Marketing industry as practitioners/advisors? Comment on how many instructors are involved and what is their role?	Yes	No
Comment:		

34. Is there consistent and contemporary evidence of annual contributions to ABDC journals in Marketing by academics?	Yes	No
Comment:		

35. Are all students exposed to real-world industry projects?	Yes	No
Comment:		

36. Are all students assigned workplace industry attachments?	Yes	No
Comment:		

37. Is a full copy of the Course/Program Outline attached?	Yes	No
Comment:		

38. Is a signed Letter of Agreement is attached. (Please see appendix 2)	Yes	No
Comment:		

39. Other supporting material attached.	Yes	No
Comment:		

40. Final Comments (Optional)	Yes	No
Comment:		

Please sign below confirming completion of questionnaire:

Print Your Name:	
Title:	
Signature:	
University	
Discipline Group/Faculty:	
Designation:	
Contact Telephone Number:	
Email Address:	

Thank you for your efforts in completing this application form.

APPENDICES

Appendix 1 of 3

Please complete the form below

I confirm graduates of this Bachelor degree are assessed to meet AQF-7 standards:

Print Your Name:	
Title:	
Authorised Signature:	
University	
Discipline Group/Faculty:	
Designation:	
Contact Telephone Number:	
Email Address:	

Appendix 2 of 3

Please prepare this document on separate University letterhead

Chief Executive Officer
Australian Marketing Institute
Level 7, 84 Pitt Street,
Sydney NSW 2000

Dear Chief Executive Officer,

Letter of Agreement - Bachelor Degree AQF - 7

We write in respect to our application for the following Program(s).

(Please name each program and show each course code)

We agree to promptly to advise the Australian Marketing Institute (AMI) of any significant changes to the Course/Program and/or Compulsory Subject/Units structure or content, in accordance with the AMI's ongoing assessment of the Course/Program and its Compulsory Subject/Units. Likewise, the University shall quickly advise the AMI of any external audits by Government bodies. Further, we shall immediately advise the AMI, should the University assign teaching of the Course/Program and/or Compulsory Subject/Units to any third party.

Yours ... ,

Print Your Name:	
Title:	
Authorised Signature:	
University	
Discipline Group/Faculty:	
Designation:	
Contact Telephone Number:	
Email Address:	

Appendix 3 of 3

ASSESSORS' GUIDE

AMI Higher Education Course Accreditation Criteria

Overview

Universities must ensure that their graduates demonstrate the general attributes listed below:

- Ability to apply knowledge of marketing / marketing communication fundamentals;
- Ability to communicate effectively, not only with professional marketers, but also with the community at large;
- In depth technical competence in the marketing / marketing communication discipline;
- Ability to undertake problem identification and solution, to be able to critically analyse;
- Ability to adopt a systemic approach to designing and operating marketing activities;
- Ability to function effectively as an individual and in multidisciplinary and collaborative teams, with the capacity to be a leader or manager as well as an effective team member;
- Understanding of the social, cultural, global and environmental responsibilities of the professional marketer, and the need for sustainable development;
- Understanding of professional and ethical responsibilities and commitment to them; and
- Expectation of the need to undertake lifelong learning, and capacity to do so.

Note: The degree course submitted for accreditation must be supported by a published specification of educational outcomes. It should:

- include a statement of educational objectives and graduate capabilities for the degree course;
- Include a rationale for the nature of the marketing offering and for any particular focus. The rationale should be founded on the needs of industry and the community, trends in professional practice, and context within an international setting.
- Address the projected levels of technical competence, enabling knowledge and skills, marketing application skills as well as personal and professional skills and attributes.

The statement of educational objectives should reflect the specialist marketing focus and the anticipated career destinations of graduates.

The educational learning objectives statement would also be expected to reflect the desired characteristics and/or capabilities and/or achievements of graduates within the early years of their career following graduation.

Each graduate capability target should ideally include measurable performance indicators to provide a basis for monitoring the level of attainment.

The specification of educational outcomes should provide a platform for the educational design and review tasks and a key reference for tracking the aggregation of learning outcomes and assessment measures from individual academic marketing units comprising the degree course.

Learning outcome	Level		
	Graduates of a Bachelor Degree in marketing will be able to:	Graduates of an Entry-level Masters Degree in marketing will be able to:	Graduates of an Advanced Masters Degree in marketing will be able to:
Social responsibility	Evaluate relevant ethical and legal considerations in an impartial way for routine marketing tasks	Evaluate relevant ethical and legal considerations in an impartial way for evolving marketing tasks	Evaluate relevant ethical and legal considerations in an impartial way for specialised marketing tasks
Analysis	Obtain, analyse and interpret data relevant to making evidence-based decisions for routine marketing tasks in straightforward contexts	Obtain, analyse and interpret data relevant to making evidence-based decisions for evolving marketing tasks in diverse contexts	Obtain, analyse and interpret data relevant to making evidence-based decisions in emerging or new marketing tasks in complex contexts
Knowledge	Critically apply a broad and coherent knowledge of foundational marketing theories, concepts, practical principles and processes	Critically apply a broad and coherent knowledge of foundational and contemporary marketing theories, concepts, practical principles, and processes	Critically apply a broad, coherent and in-depth knowledge of foundational and contemporary marketing theories, concepts, practical principles, and processes
Judgement	Exercise judgement to recommend appropriate solutions for routine marketing tasks in straightforward contexts	Exercise judgement to recommend appropriate solutions for evolving marketing tasks in diverse contexts	Exercise judgement to recommend appropriate solutions for emerging or new marketing tasks in complex contexts
Communication	Effectively communicate straightforward marketing ideas in selected personal and group contexts	Effectively communicate diverse marketing ideas in a broad set of personal and group contexts	Effectively communicate complex marketing ideas in a broad set of personal and group contexts

Source: ABDC Marketing 2012

Does the Course align with the Learning Outcomes as determined by the [Australian Business Deans Council's Learning Standards into Marketing \(2012, refer page 14\)](#).

Use this table as a guide only to support your decisions.

Checklist for AMI Higher Education Course Accreditation

Name of University:	
Faculty / College / Department:	
Course Name:	
Course Code:	
Course URL:	
Contact:	

Cross (x)	In what School/Discipline Group is the course most closely based?
	Marketing
	Business
	Law
	Humanities / Social Sciences
	Arts
	Other

Does the course include the following core principles as outlined in the Australian Business Deans Council's [Learning Standards for Marketing \(2012\)](#) ?

Cross (x)			ABDC's Core Principles – Marketing Learning Standards
Limited	Moderate	Strong	
			Commitment to customer orientation
			Clear focus on goals
			Practice informed by theory
			Strategies driven by customer insight based on research
			Focus on mutually beneficial exchanges
			Market segmentation
			Recognition of direct and indirect competition
			Use of a mix of methods and tactics through the implementation of the marketing mix

Please note these requirements are essential for program accreditation. Each criterion must be crossed in order for Accreditation to be considered by the AMI.

Cross (x)	Accreditation Criteria Requirements
	<i>Units/subjects must contain major industry assignments, industry attachment or internships</i>
	<i>Bachelor degree/programme contains 33% Marketing / Marketing Communication content</i>
	<i>Theory must integrate into professional practice, focusing on Work Integrated Learning outcomes</i>
	<i>Comprehensive curricula based on a contemporary competencies framework</i>
	<i>Varied assignment formats highlight real-world and true workplace situations</i>
	<i>Demonstration of Industry Engagement to support delivery of teaching and learning</i>
	<i>Academics teaching into course demonstrate strengths in industry practice, engagement, teaching and learning, and research</i>
Feedback	

Cross (x)	Accreditation Approval
	Accreditation Approved Feedback:
	Accreditation Approved with Minor Amendments Feedback and outline amendments required and deadline to be submitted:
	Accreditation Application to be Resubmitted Clearly outline feedback to support resubmit, deadline for resubmission

Accreditation Reviewer:	
Contact Number	
Email	
Title	
AMI, E.g. CPM	
Post Nominal	Please cross (x): Yes: No:
State / Territory	
University Affiliation	Please cross (x): Yes: No:
Date	

-END-