



**MARKETING  
PROGRAM  
ACCREDITATION**

**APPLICATION FORM**

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**MASTER'S DEGREE &  
ADVANCED MASTER'S DEGREE**

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## 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; 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  
\$750 (*Advanced Masters additional units*)\*
- Management & Promotion: \$3,900 (First Course/Program)  
\$2,900 (Subsequent Courses/Programs)  
\$750 (*Advanced Masters additional units*)\*

\* *The Advanced Masters can be completed within the same application form, if applying at the same time. The total additional fee for an Advanced Masters is \$1,500.*

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 structure; and
- Workplace relevance

We can help you with the process. Should you have any questions, please telephone Australian Marketing Institute on (02) 8256 1650

## 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.

**Answer:**

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

**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:	
Main Contact Person Email Address:	
Subject Co-Ordinator:	
Subject Co-Ordinator Email Address:	
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 Master's degrees:

*Graduates at this level will have specialised knowledge and skills with research, and/or professional practice and/or further learning.*

*Graduates at this level will have advanced and integrated understanding of a complex body of knowledge in one or more disciplines or areas of practice.*

*Graduates at this level will have expert, specialised cognitive and technical skills in a body of knowledge or practice to independently:*

- analyse and critically, reflect on and synthesise complex information, problems, concepts and theories*
- research and apply established theories to a body of knowledge or practice*
- interpret and transmit knowledge, skills and ideas to specialist and non-specialist audiences*

*Graduates at this level will apply knowledge and skills to demonstrate autonomy, expert judgement, adaptability and responsibility as a practitioner or learner.*

*(AQF-9)*

Source: Australian Qualifications Framework Second Edition 2013

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

(I confirm graduates of this Master's degree are assessed to meet AQF-9 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 Master'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 Master'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 Master'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 Master'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 Master'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?	<b>Yes</b>	<b>No</b>
	<input type="checkbox"/>	<input type="checkbox"/>
Comment:		

19. Is the course available online? 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?	<b>Yes</b>	<b>No</b>
	<input type="checkbox"/>	<input type="checkbox"/>
Comment:		

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

21. A copy of a recent past assessment paper of each Marketing unit is attached.	<b>Yes</b>	<b>No</b>
	<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.	<b>Yes</b>	<b>No</b>
	<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?	<b>Yes</b>	<b>No</b>
Comment:		

24. Other supporting material is attached.
Comment:

25. Final Comments (Optional)

## Part F

### Marketing Content and Industry Engagement

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?	<b>Yes</b>	<b>No</b>
Comment:		

27. Learning standards reflect AQF requirements.	<b>Yes</b>	<b>No</b>
Comment:		

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

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

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30. Does this Master's degree contain at least 50% Marketing content?	<b>Yes</b>	<b>No</b>
Comment:		

31. Does this Master's degree allow for substitution of AQF-9 units by AQF-7 subjects completed?	<b>Yes</b>	<b>No</b>
Comment:		

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

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

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

35. Is there consistent and contemporary evidence of annual contributions to ABDC journals in Marketing by academics?	<b>Yes</b>	<b>No</b>
Comment:		

36. Are all students exposed to real-world industry projects?	<b>Yes</b>	<b>No</b>
Comment:		

	<b>Yes</b>	<b>No</b>
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37. Are all students assigned workplace industry attachments?		
Comment:		

38. Is a full copy of the Course/Program Outline attached?	<b>Yes</b>	<b>No</b>
Comment:		

39. Is a signed Letter of Agreement is attached. (Please see appendix 2)	<b>Yes</b>	<b>No</b>
Comment:		

40. Other supporting material attached.	<b>Yes</b>	<b>No</b>
Comment:		

41. Final Comments (Optional)	<b>Yes</b>	<b>No</b>
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 Master's degree are fully assessed to meet AQF-9 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 University letterhead

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

Dear Chief Executive Officer,

**Master's degree AQF - 9**

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

(Please name program &amp; show each course code):

**Letter of Agreement**

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 Master's 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 Master's 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 Master's 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:
<b>Social responsibility</b>	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
<b>Analysis</b>	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
<b>Knowledge</b>	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
<b>Judgement</b>	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
<b>Communication</b>	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:	

<b>Cross (x)</b>	<b>In what School/Discipline Group is the course most closely based?</b>
	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>This Master's degree Course contains 50% 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	

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

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

**-END-**