



VET PROGRAM ENDORSEMENT

APPLICATION FORM

CERTIFICATE III*
CERTIFICATE IV*
DIPLOMA*
ADVANCED DIPLOMA*

***Please note:** Separate application forms need to be individually completed for each Course/Program.

Welcome to the opportunity to partner with the AMI in endorsement of your marketing courses.

In assessing your application, we seek to see demonstration that each course put forward is characterised on the RTO's quality reputation on delivery, validation methods, compliance, their trainers and industry currency of their trainers, which should be matrixed by the RTO.

As such, the level of quality in the assessment process is also reflective in the delivery method, hours of training provided and duration of the qualification, which would holistically determine the quality of the Endorsement.

In needing to put forward a comprehensive application, the ultimate accomplishment of achieving endorsement means that providers are able to have a clear point of difference in the marketplace.

We note that one of the key rationales of the Skills Council when revising the marketing qualifications under the business package, and superseding it with the 'Marketing and Communication' from Certificate IV to Advanced Diploma Levels, was to strengthen the worth of the offering. This intention was to reflect the dynamic and evolving business faculty and keep it in line with relevant industry requirements.

Just like all marketers are not treated equal, not all providers are equal in quality. Positioning is critical for a provider and at the same time the AMI and providers both want to see skilled and highly knowledgeable marketing graduates.

Let's join on this journey together.

Part A Registration

Please complete this form for each program. 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 VET Provider partnership, including promotion of the endorsed program, 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
- First Course/Program Assessed Management & Promotion: \$3,900
- Second Course/Programs Assessed Management & Promotion: \$2,900

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, at Education Fairs, Open Days, Digital Marketing and Public Relations activities.

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

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

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

Part B

The VET Provider

Please complete this form (Boxes Expand):

Name of VET Provider	
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 Australian Quality Training Framework (AQTF) audit.

Answer:

Date:

Question:

Please specify, any external accreditations received by the VET Provider?

Answer:**Part C**
The Course / Program

Please enter your details into the boxes below:

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

1. Please specify the individual Units contained within the Course / Program giving a high-level description

2. Briefly state the Course / Program Units learning objectives and how they relate to Marketing theory and practice:

3. Please specify how the Course / Program / Compulsory Subject and/or Units lead to industry engagement:

4. Briefly describe student selection and qualification requirements for the Course / Program:

5. Briefly describe instructor qualification requirements for the Course / Program:

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

7. Briefly describe the processes in place to drive Course / Program / Compulsory and Subject/Compulsory Unit improvement, including any relevant VET provider responses to AQTF recommendations:

8. Briefly describe the processes in place to drive Course/Program and Subject/ Compulsory Unit improvement, including any relevant VET provider responses to AQTF 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 Graduate degrees:

Certificate III

Graduates at this level will have theoretical and practical knowledge and skills for work and/or further learning.

Graduates at this level will have factual, technical, procedural and some theoretical knowledge of a specific area of work and learning.

Graduates at this level will have a range of cognitive, technical and communication skills to select and apply a specialised range of methods, tools, materials and information to:

- complete routine activities
- provide and transmit solutions to predictable and sometimes unpredictable problems

Graduates at this level will apply knowledge and skills to demonstrate autonomy and judgement and to take limited responsibility in known and stable contexts within established parameters

(AQF-3)

Certificate IV

Graduates at this level will have theoretical and practical knowledge and skills for specialised and/or skilled work and/or further learning.

Graduates at this level will have broad factual, technical and some theoretical knowledge of a specific area or a broad field of work and learning.

Graduates at this level will have a broad range of cognitive, technical and communication skills to select and apply a range of methods, tools, materials and information to:

- complete routine and non-routine activities
- provide and transmit solutions to a variety of predictable and sometimes unpredictable problems

Graduates at this level will apply knowledge and skills to demonstrate autonomy, judgement and limited responsibility in known or changing contexts and within established parameters.

(AQF-4)

Diploma

Graduates at this level will have specialised knowledge and skills for skilled/paraprofessional work and/or further learning.

Graduates at this level will have technical and theoretical knowledge in a specific area or a broad field of work and learning.

Graduates at this level will have a broad range of cognitive, technical and communication skills to select and apply methods and technologies to:

- analyse information to complete a range of activities
- provide and transmit solutions to sometimes complex problems
- transmit information and skills to others

Graduates at this level will apply knowledge and skills to demonstrate autonomy, judgement and defined responsibility in known or changing contexts and within broad but established parameters.

(AQF-5)

Advanced Diploma

Graduates at this level will have broad knowledge and skills for paraprofessional/highly skilled work and/or further learning.

Graduates at this level will have broad theoretical and technical knowledge of a specific area or a broad field of work and learning.

Graduates at this level will have a broad range of cognitive, technical and communication skills to select and apply methods and technologies to:

- analyse information to complete a range of activities
- interpret and transmit solutions to unpredictable and sometimes complex problems
- transmit information and skills to others

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

- in contexts that are subject to change
- within broad parameters to provide specialist advice and functions

(AQF-6)

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 the following Course/Programs are to be assessed to meet the below standards –

- *Certificate III – AQF level 3*
- *Certificate IV – AQF level 4*
- *Diploma – AQF level 5*
- *Advanced Diploma – AQF level 6)*

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/ Compulsory Subject/ Compulsory Unit prepares the graduate for career preparedness and workplace performance at task level, on the job.

1. What Marketing careers would this Course/ Program/ Compulsory Subject/Compulsory Unit typically support and what Course/ Program/ Compulsory Subject/ Compulsory Units support this conclusion?

2. 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 briefly answer questions, as applies to the Course/ Program/ Compulsory Subject/Compulsory Unit submitted for AMI endorsement:

1. How will a graduate of this Course/Program degree gain skills in *Social Responsibility* allowing the graduate *to evaluate relevant ethical and legal considerations in routine and evolving marketing tasks*?

2. How will a graduate of this Course/Program 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*?

3. How will graduates of this Course/Program degree gain *skills to critically apply a broad and coherent knowledge of foundational and contemporary marketing theories, concepts, practical principles, and processes*?

4. How will a graduate of this Course/Program degree gain skills *to exercise judgement to recommend appropriate solutions for evolving marketing tasks in diverse contexts*?

5. How will a graduate of this Course/Program degree *gain skills effectively to communicate straightforward marketing ideas in selected personal and group contests?*

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1. 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?	Yes	No
Comment:		

2. A full copy of the Course/Program Outline is attached.	Yes	No
Comment:		

3. A copy of a fail, pass, credit, distinction and high distinction examination paper for each Marketing unit is attached.	Yes	No
Comment:		

4. Does the VET provider 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
Comment:		

Other supporting material is attached.

5. 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.

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

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

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

4. Has the Program been assessed against ABDC (Marketing) guidelines?	Yes	No
Comment:		

5. Does this Course/Program contain at least 80% Marketing content?	Yes	No
Comment:		

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

7 Does the VET provider allow this Course/Program to be taught by other private and/or public providers? If yes, please detail.	Yes	No
Comment:		
8 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:		
9 What are the student teacher ratios for classes, do any exceed 30:1?	Yes	No
Comment:		
10 Is there consistent and contemporary evidence of annual contributions to industry/industry publications in Marketing by teachers?	Yes	No
Comment:		
11 Are all students exposed to real-world industry projects?	Yes	No
Comment:		
12 Are all students assigned workplace industry attachments?	Yes	No
Comment:		
13 Is a full copy of the Course/Program Outline attached?	Yes	No
Comment:		
14 A copy of a recent past complete fail, pass, credit, distinction and high distinction example of an examination paper of each Marketing unit is attached?	Yes	No
Comment:		
15 A copy of a recent an assessment paper of each Marketing unit is attached?	Yes	No
Comment:		

16 Has any of your directors or company shareholders in the 10 years prior to this application either filed or been declared bankrupt or been subject to court proceedings in the 24 months prior to the lodging of this application, including in the business owner or founder's personal capacity? (<i>copies of Full Company ASIC search and Individual ASIC Search for each director and/or shareholder of the business must be attached</i>)	Yes	No
If so, please detail the circumstances:		

17 Have any of the directors, shareholders or senior management team been involved with any training/educational provider which has been subject to court or government discipline or sanctions (including, withdrawal of FEE Help eligibility for students from the provider)?	Yes	No
Comment:		

18 A copy of a recent an assessment paper of each Marketing unit is attached?	Yes	No
Comment:		

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

20 Other supporting material attached?	Yes	No
Comment:		

21 Final Comments (Optional)?	Yes	No
Comment:		

Please sign below confirming completion of questionnaire:

Print Your Name:	
Title:	
Signature:	
VET Provider:	
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 Course/Program degree are assessed to meet the below listed standards (tick appropriate one, separate applications required for each individual Course/Program):

- *Certificate III – AQF level 3*
- *Certificate IV – AQF level 4*
- *Diploma – AQF level 5*
- *Advanced Diploma – AQF level 6)*

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

Appendix 2 of 3

Please prepare this document on separate VET Provider Letter Head

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

Dear Chief Executive Officer,

Letter of Agreement

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 Course/ Program and/or Compulsory Subject/Compulsory Unit structure or content, in accordance with the AMI's ongoing assessment of the Course/ Program and/or Compulsory Subject/Compulsory Units. Likewise, the VET Provider shall quickly advise the AMI of any external audits by Government bodies. Further, we shall immediately advise the AMI, should the VET Provider assign teaching of the Course/ Program/ Compulsory Subject/Compulsory Unit to any third party.

We confirm that none of our directors or company shareholders in the 10 years prior to the date of lodgement of this application, have either filed or been declared bankrupt. We also confirm that none of our directors or company shareholders has been subject to court proceedings in the 24 months prior to the lodging of this application, including in the business owner or founder's personal capacity. If any have been involved in any such circumstances, particulars have been provided in this application detailing the circumstances.

We confirm that none of the directors, shareholders or senior management team been involved with any training/educational provider which has been subject to court or government discipline or sanctions (including, withdrawal of FEE Help eligibility for students from the provider).

Yours ... ,

Print Your Name:	
Title:	
Authorised Signature:	
VET Provider:	
Discipline Group/Faculty:	

Designation:	
Contact Telephone Number:	
Email Address:	

Appendix 3 of 3

ASSESSORS' GUIDE

AMI Higher Education Course Endorsement 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 endorsement 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.

Checklist for AMI Higher Education Course Endorsement

Name of VET Provider:	
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 endorsement. Each criterion must be crossed in order for Endorsement to be considered by the AMI.

Cross (x)	Endorsement Criteria Requirements
	<i>Units/subjects must contain major industry assignments, industry attachment or internships</i>
	<i>Certificate/diploma program contains 80% 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)	Endorsement Approval
	Endorsement Approved Feedback:
	Endorsement Approved with Minor Amendments Feedback and outline amendments required and deadline to be submitted:
	Endorsement Application to be Resubmitted Clearly outline feedback to support resubmit, deadline for resubmission

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

-END-