



Bachelor of Business (Marketing)

1. About Bachelor of Business (Marketing)

Information about the Bachelor of Business (Marketing) including course structure, career opportunities, industry relevance, graduate attributes is available at:

<https://cic.vic.edu.au/courses/bachelor-of-business-marketing/>

2. Essential requirements for admission

Successful completion of a qualification equivalent to at least an Australian Senior Secondary Certificate of Education to Year 12 or international equivalent.

As academic course entry requirement is the minimum level of education required, documents indicating the applicant is currently studying or has completed a qualification higher than a secondary qualification, such as Vocational (Cert IV, Diploma, Advanced Diploma) or Higher Education (Bachelor, Masters), in either the applicant's home country or in Australia, can also be accepted as substitution for the secondary qualification. (An academic transcript indicating partial completion is sufficient).

The academic admission criteria and minimum requirements are outlined in Schedule 2 in the [Admissions Policy](#).

CIC's general admission requirements that apply to all Bachelor of Business courses are available at:

<https://cic.vic.edu.au/student-information/admission-requirements/>

3. Student Profile

The table below gives an indication of the likely peer cohort for new students at CIC. It provides data of students who recently commenced study (outside of the Summer Session where only a select number of units are on offer).

Applicant background	2020 Term 3	
	Number of students	Percentage of all students
(A) Higher education study (includes a bridging or enabling course)	6	60%
(B) Vocational education and training (VET) study	N/A	N/A
(C) Work and life experience (Admitted on the basis of previous achievement in the other three categories)	N/A	N/A

(D) Recent secondary education:		
<ul style="list-style-type: none"> Admitted solely on the basis of ATAR (regardless of whether this includes the impact of adjustment factors such as equity or subject bonus points) 	4	40%
<ul style="list-style-type: none"> Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, extra test, early offer conditional on minimum ATAR) 	N/A	N/A
<ul style="list-style-type: none"> Admitted on the basis of other criteria only and ATAR was not a factor (e.g. special consideration, audition alone, school's recommendation scheme with no minimum ATAR requirement) 	N/A	N/A
International students	10	100.0%
All students	10	100.0%

Notes: N/A – Students not accepted in this category.
<5 – the number of students is less than 5.

4. Admissions Criteria

CIC's Whole of Institution Admission Information Set is available at:
<https://cic.vic.edu.au/student-information/admission-information-set/>

A. Applicants with recent secondary education (within the past two years)

The entry requirement for an Australian Year 12 applicant is an ATAR of 50.

B. Applicants with vocational education and training (VET) study

The entry requirement for applicants with VET study is the successful completion of a Certificate IV or completion or partial completion of an Advanced Diploma or Diploma.

Applicants may also be eligible for advanced standing in recognition of prior learning.

C. Applicants with higher education study

Where an applicant has studied a postsecondary course in Australia, the most recent year of prior studies together with all other evidence is used to determine the suitability of the applicant for admission.

Applicants may also be eligible for advanced standing in recognition of prior learning.

D. Applicants with work and life experience

CIC does not have special entry criteria for entry into its courses.

(ATAR-based offers only, across all offer rounds)	ATAR (Excluding adjustment factors)
Highest rank to receive an offer *	L/N
Median rank to receive an offer #	N/P
Lowest rank to receive an offer *	L/N

Notes: *L/N – indicates low numbers if less than 5 ATAR-based offers made.
#N/P – indicates figure is not published if less than 25 ATAR-based offers made.

5. How to apply

If you are located offshore, you can apply to enrol in a course at CIC by consulting with a [contracted education agent](#).

If you are in Australia, You can apply to enrol in a course at CIC by consulting with a [contracted education agent](#) or directly by submitting a completed enrolment application to admissions@cic.vic.edu.au.

The enrolment application form is available at:
<https://cic.vic.edu.au/forms/enrolment-application-form/>

A list of contracted education agents is available at:
<https://cic.vic.edu.au/agents/>

6. Advanced standing/credit transfer/recognition for prior learning (RPL)

You may be entitled to advanced standing/credit for prior learning. Advanced standing/credit can be awarded for previous study in higher education or vocational education. Advanced standing/credit can reduce the amount of study needed to complete a degree.

For further information about credit transfer and recognition of prior learning please see:
<https://cic.vic.edu.au/policies-procedures/advanced-standing-policy/>

7. Where to get further information

- CIC Higher Education Pty Ltd's courses are available from here:
<https://cic.vic.edu.au/>
- TEQSA (Tertiary Education Quality and Standards Agency) national register:
<https://www.teqsa.gov.au/national-register>
- QILT (Quality Indicators for Learning and Teaching) website: <https://www.qilt.edu.au/>
- Information on appeals and grievance processes:
<https://cic.vic.edu.au/student-information/complaints-and-appeals/>
- The Educations Services for Overseas Students (ESOS) Framework protects the rights of international students studying in Australia:
<https://www.studyinaustralia.gov.au/english/australian-education/education-system/esos-act>