

Admission information for Bachelor of Business (Marketing)

Essential requirements for admission

Prospective students applying for entry into this course must complete the appropriate Application Form and will be required to provide supporting documentation as evidence to support the application. Please note the minimum age of entrance is 18.

Student profile

The table below gives an indication of the likely peer cohort for new students in this course. It provides data on students who commenced in this course in the most relevant recent intake period, including those admitted through all offer rounds and international students studying in Australia.

Applicant background	Trimester 1, 2024	
	Number of students	Percentage of all students
(A) Higher education study (includes a bridging or enabling course)	N/A	N/A
(B) Vocational education and training (VET) study	N/A	N/A
(C) Work and life experience (Admitted on the basis of previous achievement not 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 consideration of adjustment factors such as equity or subject bonus points) • Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, extra test, early offer conditional on minimum ATAR) • Admitted on the basis of other criteria only and ATAR was <i>not</i> a factor (e.g. special consideration, audition alone, schools recommendation scheme with no minimum ATAR requirement) 	N/A	N/A
International students	12	100%
All students	12	100%

Notes: "<5" – the number of students is less than 5.

N/A – Students not accepted in this category

N/P – Not published: the number is hidden to prevent calculation of numbers in cells with less than 5 students.

Admissions criteria

Kaplan Business School offer various admission pathways for entry into our courses. The [Admission Requirements Policy](#) can be found on the School website.

The following table provides ATAR Profile for those offered places wholly or partly on the basis of ATAR in Trimester 1, 2024.

ATAR-based offers only, across all offer rounds	ATAR (OP in QLD) (Excluding adjustment factors)
Highest rank to receive an offer	N/A
Median rank to receive an offer	N/A
Lowest rank to receive an offer	N/A

Notes: "<5" – indicates less than 5 ATAR-based offers were made

How to apply

Applications for admission to Bachelor of Business (Marketing) can be made directly with the School via the website. Click on the following link - <https://www.kbs.edu.au/apply/>

Advanced standing/credit transfer/recognition of prior learning (RPL)

You may be entitled to credit/recognition for prior learning, whether formal or informal. Formal learning can include previous study in higher education, vocational education, or adult and community education. Informal learning can include on the job learning or various kinds of work and life experience. 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 the [Recognition of Prior Learning Policy](#).

Where to get further information

For further information about the Bachelor of Business (Marketing) refer to the course information on our website. [Click here](#).