***Development of Learning and Teaching Academic Thresholds for Marketing***

**Project stakeholders**

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| Leaders | Prof Andre Bonfrer (Australian National University) |
| Team | Prof Susan Dann (Australian Catholic University),<br>Mr Jeff Laurie (APM College of Business and Communication, Think Education),<br>Prof David Low (James Cook University, Townsville),<br>Prof Rebekah Russell-Bennett (Queensland University of Technology),<br>A/Prof Catherine Sutton-Brady (University of Sydney),<br>A/Prof John Wilkinson (University of South Australia),<br>Advisory member: Mark Freeman (Australian Business Deans Council) |
| Participants | Australian National University, Australian Catholic University, Think Education, James Cook University, Queensland University of Technology, University of Sydney, University of South Australia |
| Funder | Australian Business Deans Council |

**Project overview**

The purpose of this project is to develop consensus across the marketing higher education community on threshold learning outcomes for marketing bachelor and coursework master degrees. This is in preparation for addressing the Teaching and Learning Standards, one of the five standards domains under the new national regulator, the Tertiary Education Quality and Standards Agency (TEQSA). Marketing is the second discipline for which specific threshold learning outcomes are developed, the first being accounting.

This project relies heavily on consultation with the marketing community. It will start with input from higher education providers on current practice. The working party will consolidate this input and prepare a draft of a document for further discussion. Feedback for this document will be solicited from members of professional associations, employers, and peak bodies as well as from public and private providers of marketing higher education.

In addition to open consultations, the project will receive feedback from a Marketing Expert Advisory Group, comprising representatives of key stakeholders. For up to date information on the project, please visit the website of the Working Party.