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## T&Cs: Free DMI AI for Business and Marketing Course Offer

The Free DMI *AI for Business and Marketing* Course Offer is designed to reward and support students enrolled in a Master of Business Administration or Graduate Certificate of Management course at AIB (**Eligible Course**). Under this Offer, any new or continuing students who enrol in a subject delivered by AIB as part of an Eligible Course, in a teaching period that is from Term 1, 2026 onwards (inclusive), will automatically receive access, free of charge, to the *AI for Business and Marketing* course (<https://digitalmarketinginstitute.com/students/short-courses/ai-in-digital-marketing>) provided by the Digital Marketing Institute (**DMI Course** and **DMI**). Students who then undertake and successfully complete the DMI Course will attain a DMI Associate Level Certification (**Certification**). This Offer is subject to the following terms and conditions, which you should read carefully and ensure you understand before seeking to take up any benefit under this Offer.

**Eligibility Criteria:** To be eligible for the Offer, students must meet all of the following criteria:

- **Enrolment in Subject:** The student must enrol in a subject that is delivered by AIB, as part of an Eligible Course, in a teaching period that is from Term 1, 2026 onwards (inclusive) (**Subject**), and remain enrolled past the applicable Census Date for the Subject, and must be so enrolled as at the time AIB seeks to enrol them in the DMI Course.
- **Fee Clearance:** The student must have no outstanding fees related to their enrolment in the Eligible Course at the time of the Offer.

### Additional Terms and Conditions:

**Access to the DMI Course:** Eligible students will be automatically enrolled by AIB in the DMI Course within 20 business days after the Census Date for the Subject, and will thereafter receive confirmation of their enrolment from DMI and a request that they activate their account with DMI (**DMI Account**). If they wish to do so, the DMI Account must be activated within 14 days of the request for activation. In the event that a student fails to activate their DMI Account within 14 days of the request for activation, they will need to request an account reset via AIB. Students may otherwise notify AIB in



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writing at [studentcentral@aib.edu.au](mailto:studentcentral@aib.edu.au), at any time, that they wish to have their enrolment in the DMI Course cancelled and upon receipt of such notification AIB will arrange for the student's enrolment in the DMI Course to be cancelled.

**DMI Accounts:** A student's use of a DMI Account and access to the DMI Course will be subject to DMI's own Terms of Use, registration requirements, and course delivery policies including enrolment and deferral conditions, which can be viewed on their website.

**Single Redemption:** The Offer is only able to be redeemed by any student once. AIB will automatically enrol a student in the DMI Course under the terms of the Offer on the earliest occasion that they fulfill the above Eligibility Criteria.

**Attaining the Certification:** A student's attainment of the Certification is subject to and dependent on them fulfilling the academic course requirements stipulated by DMI for the DMI Course, including in relation to assessments, and the issuance of the Certification is at all times subject to DMI's own academic and other policies.

**Special Provision:** In the event that an eligible student holds an approved Access Plan with AIB in respect of the Eligible Course, AIB will at the time of enrolling the student in the DMI Course request that DMI apply the special provisions set out in that Access Plan to the student's study of the DMI Course. The decision whether to in fact apply those (or any other) special provisions will thereafter be a matter for DMI.

**Time for Undertaking the DMI Course:** Subject to the following, a student enrolled by AIB in the DMI Course under these terms will have a period of 36 months from the date of enrolment (**Relevant Period**) to complete that Course. Upon expiry of the Relevant Period, the Student's DMI Account will be automatically deactivated, regardless of whether they have undertaken and/or completed the DMI Course. In the event that a student:

- ceases, prior to the expiry of the Relevant Period, to hold an "ongoing" enrolment status with respect to the Eligible Course, and not as a result of them having successfully completed the Eligible Course, their DMI Account will be deactivated; or
- completes their study of the Eligible Course during the Relevant Period, they will continue to have access to the DMI Course under these terms for the balance of that Period, and their DMI Account will remain active for the balance of that

Period and not be deactivated except otherwise in accordance with this provision.

**Non-Completion of DMI Course:** In the event a student is enrolled in the DMI Course under this Offer, and does not successfully complete that Course, or obtain the Certification, for whatever reason (including as a consequence of the expiry of the Relevant Period), AIB:

- will not and is under no obligation to further enrol the student in, or otherwise facilitate complimentary access to, the DMI Course, or any other course offered by DMI; and
- will not be liable for any costs incurred by the student in re-enrolling in or re-attempting the DMI Course, or enrolling in or attempting any other course offered by DMI.

**Non-Transferable:** This offer is non-transferable and is only available to and may only be redeemed by an eligible student in relation to their enrolment in a Subject delivered in Term 1, 2026 or a later teaching period.

**Changes to Terms and Conditions:** AIB reserves the right to modify or cancel this Offer at any time. Any changes to the terms and conditions will be communicated to students.

Students seeking further information in relation to this offer, or in relation to their enrolment with AIB, should contact Student Central for assistance at [studentcentral@aib.edu.au](mailto:studentcentral@aib.edu.au) or +61 1300 304 820 (Australian students) or +1 888 2427044 (Canadian students).

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