Simone Green is in her element working as the Marketing Manager for the Sydney Swans. While studying at APM she had one clear goal, “to make contacts and take any work opportunities that arose to secure full-time employment as soon as possible.” And Simone did just that. Thanks to her ambitious spirit, she landed a full-time job with Yachting Australia (the national body for sailing in Australia) before she’d even finished studying.

Simone had already completed three years at university before coming to APM. But she was keen to further boost her skills in the shortest amount of time, and gain some work experience. “I wanted to enter the market place as quickly as possible. The APM course most suited to me was a one-year full time course that offered significant internship experience.”

With a natural passion for sport, Simone undertook her internship at the NSW Department of Sport and Recreation. She contributed to their monthly magazine, wrote media releases, communicated with media personalities and journalists, and organised a post City to Surf event at Bondi Icebergs. She found the marketing theory she learnt at APM really paid off too. “I found myself really looking forward to these days... it gave me the opportunity to put the marketing principles I had learnt into practice.”

There’s never a dull moment in Simone’s fun-filled job. “My role is to ensure the Sydney Swans have a large noisy crowd around them when they play in Sydney.”

On any given day she organises advertising on the radio, in the newspaper, online and TV. “This involves working closely with a creative agency to create compelling campaigns” she says. She also looks after the Sydney Swans merchandise and works with designers to produce the players’ apparel. While no day is ever the same for Simone, there are certainly some stand-out moments. “Working on the 2005 AFL grand final... the whole office was working on no sleep but the adrenalin kept us all going. I travelled to Melbourne and experienced the MCG with 95,000 people! The town and supporters were ecstatic!”

Down the track, Simone would like to grow in a senior management role where she would be leading a larger team. To stay on top of the changing world of marketing, she regularly attends management courses and continues to make the most of every opportunity. “I attend industry nights and forums with like-minded people to gain new contacts and to learn from other industries.”

Simone has fond memories of her days at APM. “I really liked the classroom style set up (compared to the lecture set up at university) and being taught by industry professionals who gave real-life examples. Group assignments were also helpful preparation for a career in marketing because “being able to work in a team is essential.”

To any prospective marketing students, her words of advice are, “take every opportunity you can to make contacts and learn from your lecturers.” A contact I made at APM head-hunted me and gave me my first interview opportunity! Wise words it seems that most certainly paid off in Simone’s case.
Welcome to APM College of Business and Communication. For over 20 years APM has established and maintained a reputation for delivering quality education in business, marketing, events, public relations and advertising. To maintain the quality of our programs, they are designed in consultation with industry and accredited by the NSW Department of Education and Training and Vocational Education and Training Accreditation Board.

APM courses focus on the student experience, with our qualifications being delivered through a range of methods including lectures, tutorials, workshops and internships. Students can study on-campus or online. This combination of theory and practice ensures students and graduates have the required skills and knowledge their future employers demand.

Our industry and employer relationships are managed by the Careers and Alumni Team. This team offers students a broad range of support that ensures our graduates are work ready. We provide training and development in resume preparation, interview techniques and access to various industry events which allows students to network and gain valuable contacts.

Our Careers and Alumni Team also manages the student Internship Program which provides the link between the academic program of the classroom and real-life industry engagement. APM has always taken a proactive approach to working with industry. This allows us to keep abreast of industry developments, which in turn influences our course content and graduate employment opportunities.

All APM qualifications are focused on graduate outcomes. To have you working sooner, APM offers you the Vocational Education Diploma and Advanced Diploma over twenty weeks each and a Higher Education Bachelor Degree in as little as two years. Our lecturers and staff are qualified in their area of specialisation with extensive industry experience – allowing them to assist in developing the students’ learning in an accelerated format.

We look forward to welcoming you to our College in 2010-11. I am confident our student focused courses, professional staff and links with industry will allow you to fast track your career.

David McDonald
Head of College
APM College of Business and Communication
Kate Stahl  
Public Relations Manager,  
AVEDA Australasia  
2002 Graduate  
Vocational Advanced Diploma

“I knew university wasn’t for me. I didn’t want to be another number, and liked the fact that at APM, the learning environment was intimate and I was able to develop one-on-one relationships with the lecturers who were all incredibly knowledgeable. I liked the College atmosphere and the course outline was comprehensive and interesting. My goal was to forge a successful career as a beauty or fashion publicist. I am now the PR Manager for Aveda. I develop the strategy and launch plans for a range of new products, secure brand ambassadors, work with designers for Fashion Week, sponsorships, event planning and take overseas press trips with media to communities where Aveda sources various ingredients around the world. I liaise with the media everyday and am constantly pitching stories and writing editorial copy.

My career highlight was in a previous role where I managed a huge Asia-Pacific fragrance launch at the Opera House for over 200 guests and international media. The glittering star-studded event took months of preparation with no expense spared. From fireworks on Sydney Harbour, French champagne, chauffeurs, and an aerialist performance – the night was spectacular, received loads of press coverage and was named party of the year by one newspaper!”

Daniel Peyton  
Sales and Corporate Partnerships,  
UNICEF Australia  
2006 Graduate  
Vocational Advanced Diploma

“I knew that adding an APM qualification to my resume would stand by me well. It’s a very reputable college. Gaining hands-on experience during my internship placement was crucial in landing my current role with UNICEF where I manage our partnership with the Football Federation of Australia (FFA) and other accounts including Qantas, ING, Macquarie Bank and the Wiggles.

I work across all departments - marketing, PR, sales and events which makes life very interesting!

As the FFA’s exclusive charity partner, I was heavily involved in organising the Hyundai A-League 2009/10 launch in Queensland, of which UNICEF was the beneficiary. The day was a great success and raised much needed funds for sports development programs in Africa.”

Jessica Gamble  
Marketing and Sales Assistant,  
Zaffyre International  
2009 Graduate  
Vocational Advanced Diploma

“I chose APM because I wanted a private college that provided small classes as opposed to universities with hundreds of students. At APM, the lecturer knows your name and classes are great fun. The accelerated courses allow you to enter the workforce quicker too. The work experience was invaluable because it gave me access to the industry. It’s different learning about how to do something and actually doing it. Currently I work full-time in a Marketing and Sales role for Zaffyre International where I also interned. Zaffyre is a management consultancy firm specialising in organisational and corporate transformation.

I am involved in a range of projects and am learning so much. I have just designed a new brochure and am now implementing a new website for the company!”
For over 20 years, APM has been providing people with the perfect platform to launch their careers in the dynamic worlds of marketing, advertising, communications, public relations and event management as well as entertainment, sports marketing and journalism.

APM College of Business and Communication is a recognised Higher Education and Vocational Education Provider that offers you more than just an education. We’re passionate about your success – and want you to stand out from the competition. That’s why our cutting-edge courses have been specifically developed to ensure you excel in your dream career.

APM offers accelerated Bachelor of Business (Marketing), Bachelor of Business (Advertising), Bachelor of Business (Public Relations), Bachelor of Business (Event Management) and Bachelor of Communication (Journalism) degrees. Additionally, our Vocational Education Diploma and Advanced Diploma qualifications give you a real competitive advantage when entering the workforce.

Our courses are designed to offer you accelerated, realistic pathways to full-time work or further study. With industry practitioners as lecturers and an on-going commitment to work experience, completing these courses position you as a highly-qualified sought after graduate.

Our class sizes are capped, which means you get the individual attention you need from your lecturer. Class discussions and group work form crucial components of your total learning experience. Our classes foster an environment of encouragement, contribution and respect. That’s why APM students are well equipped to tackle professional life after study.

To complement our academic qualifications, APM offers a portfolio of Professional Development Workshops for APM students, alumni and industry professionals. Currently enrolled APM students can participate in these optional workshops at no cost. The workshops provide an invaluable opportunity to further enhance your skills and knowledge of latest industry trends.

Become an APM student and you’ll experience an interactive, energetic and friendly learning environment. You’ll mix with industry professionals, supportive staff and like-minded students from Australia and overseas. When it’s time to leave the College, you’ll be an inspired, confident and committed individual, with valuable industry experience and contacts.

When you study at APM, we go out of our way to provide you with the complete student experience. Whether it’s lecturers, career advice, special events, internship programs or employment services, you’ll benefit from an amazing support network.

At APM, we know life is busy and everyone is different – which is why we offer flexible study options to fit your lifestyle. You have the option to study full or part-time, including evening and weekend classes. Many of our qualifications are also available for facilitated online study – so there’s no need to come into a classroom if your locality or situation don’t allow.*

*Part-time and online course study options are not available to overseas students studying in Australia.
WHY STUDY AT APM?

Get a university equivalent degree faster, with our accelerated pathways into careers
With the help of our fast-track programs, you can now get a university-equivalent degree in as little as 2 years full-time or 4 years part-time. This compares with 3 years full-time and 6 years part-time at a traditional university. This is achievable through our time tabling where we offer 3 trimesters each year and 4 subjects per trimester, because with APM you only study subjects that are imperative to your upcoming career. Asking people to put their lives on hold for many years is unreasonable and unnecessary. Everything you study is there for a reason, no filler subjects are included.

Get work ready with our breakthrough Industry Placement and Internship Program
Our Industry Placement and Internship Programs are unique. We have hundreds of companies ready to give you practical experience while you study – and we work with you to find a company and industry you are keen to get experience in.

As an APM Bachelor Degree student, you gain significant professional work experience as part of your course. Taking part in the Industry Placement is a great way for you to gain workplace experience and get a true feel for what it’s like to work in the industry of your choice. Experience is what employers are looking for – and it makes you hot property in the employment market.

As a Vocational Education Advanced Diploma student, you don’t miss out. There is an optional Internship Program as well as volunteering opportunities available. We encourage all Advanced Diploma students to participate in the Internship Program. Our Careers and Alumni Team will provide you with support. See page 8 for more information on our Internship Program and a snapshot of the companies we work with.

In addition to our Internship Program, we’ll also ensure you are ready to move seamlessly into the workforce with our career advice and job placement support. APM has some great resources to help you achieve your career goals, like resume writing, interview skills, job hunting strategies and much more. We also talk to employers throughout the year, which is how we (and you) find out about jobs that haven’t yet been advertised.

Secure your dream career through our innovative, nationally-recognised and industry-endorsed qualifications
APM’s academic courses are nationally-recognised and have been developed and designed in consultation with industry professionals and peak industry bodies such as the Australian Marketing Institute and the Public Relations Institute of Australia. This means you get a qualification that is industry-endorsed, are able to make vital contacts, and learn what’s really relevant for your career. Our distinct relationships with industry associations ensure you gain a qualification that’s both credible and relevant. By staying in contact with industry on a regular basis, we find out what skills employers actually demand, then fine-tune our courses accordingly.
WHERE ARE WE?

North Sydney campus
Northpoint, 171 Pacific Highway and
Level 5, 213 Miller Street,
North Sydney NSW Australia 2060

Our North Sydney campus is located in a lively
and sophisticated business district, just a few
minutes from central Sydney across the famous
Harbour Bridge.

Advertising agencies began moving to
North Sydney in the late 1960s. Since then, it
has developed into a creative hub and now has
some of Australia’s leading agencies such as Leo
Burnett, DDI and Sudler and Hennessey. That
means as an APM student, you have access to
great internships, exciting projects and brilliant
employment opportunities.

North Sydney train station is only a short
walk from our campus, with a vast array of
eateries and shops nearby. Everything you need
is right at hand.

If you’re new to Sydney, you can expect
a warm welcome. Sydney is a safe and
friendly city with pristine beaches, gorgeous
harbourside parks and possibly the most varied
cuisine in the world.

Brisbane campus
Unit 2, 10 Costin Street,
Fortitude Valley QLD Australia 4006

APM Brisbane is located in Fortitude Valley
which hugs Brisbane’s CBD fringe, and is home
to many of the state’s leading agencies, as well as
in close proximity to major sporting and events
venues. The valley is Brisbane’s entrepreneurial,
events and festivities heartland.

The campus is close to all public transport,
the famed Brisbane River, and a stones
throw to Brisbane city centre. Queensland
is Australia’s fastest growing state, and with
this comes many new projects and business
innovation opportunities.

You’ll love Brisbane and the valley, with
its balmy year-round weather, extensive
riverside parks, passion for sport, culture and
outdoor events as well as being situated only
one hour away from the beautiful Sunshine
and Gold Coasts.
The North Sydney campus
The APM North Sydney campus is a fantastic, fun and interactive place to study. Situated in the heart of North Sydney’s central business district, the campus is spread out over three floors at 171 Pacific Highway with additional classrooms at 213 Miller Street – which allows you to mix with students from APM and our partner colleges.

If you feel like a break, head to the student chill-out area. Or if it’s information you need, check out the Resource Centre, where you’ll find updated volumes, a free catalogue with UNILINC membership and an electronic database access to leading online journals. It’s packed full of books, magazines, publications, CDs and DVDs. Additionally, our Resource Centre includes the latest Apple iMac computers and you can access our wireless network everywhere on campus. Printing and copying is also available.

The Think: Auditorium is one of North Sydney’s largest lecture theatres, designed to seat 200 people with breakout and foyer areas. Guest lectures by industry experts are held in the auditorium regularly throughout the year.

Hungry? William Blue Dining is a 70-seat student-run restaurant right on campus. There’s also an extensive food court below the College, plus numerous cafes and restaurants just outside. Campus facilities are open from 8am to 9pm Monday to Thursday, 8am to 6pm Friday, and 10am to 4pm Saturdays.

The Brisbane campus
The APM Brisbane campus is situated in the cultural and business epicentre that is Fortitude Valley. Just minutes from the heart of Brisbane, the campus provides an excellent learning and work environment. The modern campus was completely refurbished in October 2008 and now includes state-of-the-art teaching and learning facilities as well as spacious student break out areas, student common rooms with FOXTEL, and outdoor alfresco deck areas.

APM students also have access to a range of support services including learning labs with the latest audio-visual technology as well as spacious break-out zones for group work. On campus is a learning resource centre with access to an expanding physical collection of books and journals. In addition students have access to the Group’s extensive online library, including the GALE collections. The resource centre has the latest release computing and IT facilities, complete with iMacs and PCs with the latest software as well as hi-tech multimedia data projectors for interactive learning.

Student representative council
At APM, we understand that you need to have a student voice and a life outside of college. The student representative council is responsible for helping students speak up and maintain a balanced lifestyle. This includes organising events such as barbeques, social activities and various sporting events. Having fun is an intrinsic part of the APM experience.

Additional services available at our campuses
Our campuses have Student Services Officers to assist with all administrative support issues, extensive IT labs with the latest software and student counselling available.

Learning and academic support services provide you with:
- support and advice on study techniques
- support managing the academic workload
- advice on report writing.

The Careers and Alumni Team assist with:
- advice on career development
- internship opportunities
- part-time job opportunities
- resume writing
- interview skills and techniques.
GRADUATE SPOTLIGHT
LEAH TENNANT

As one of APM’s most successful graduates, Leah Tennant currently enjoys an exciting, fulfilling event management and marketing career in the UK. Her journey has certainly been fast-paced to date, but her love of the industry can be traced back to childhood.

Whether performing in the living room in front of the family or on stage before a live audience, Leah has been passionate about the creative arts from an early age.

“As soon as I could walk and talk, the world became a stage for me. At seven years old, I was holding performance rehearsals for the kids in the neighbourhood and hosting an annual street fete!”

This passion burned brightly for Leah throughout her school life, with her final school years seeing her interest broaden into behind the scenes stage management and production.

“I started to seriously look into event management as a realistic career option,” Leah enthuses. It was this decision that propelled Leah into the exciting and dynamic world of event management and marketing. Since graduating from APM, she has worked in the UK for the past three-and-a-half years.

After a stage management role at the world-famous Glastonbury Festival, Leah managed the largest UK experiential marketing campaign of 2007, which received numerous awards. At just 25, she’s an Account Director, looking after a team of people across events such as The Venice Film Festival and The Belgian Grand Prix.

“I always put 100% effort into every event. It’s an amazing experience and really demonstrates how far APM can take you.”

Leah’s career highlights make for some impressive reading – six European film festivals, movie premieres starring Brad Pitt and George Clooney, and gold awards for UK marketing campaigns. Leah attributes these successes to her qualification gained at APM and the ability of the college to groom its students for the ‘real world’.

“I chose APM because of the valuable industry experience and volunteer opportunities offered. Being taught by industry practitioners was a huge benefit. Lecturers have actually been Event Managers – not just read the books!”

“APM offers excellent opportunities like networking events, industry placements and career advice - make the most of them! Building relationships with industry professionals is so easy at APM, and crucial to getting your foot in the door,” Leah advises.

“Connect with industry bodies like ISES - it’s a great way to learn about and engage with event companies.”

Leah’s APM qualification has clearly been a fantastic launching pad for her exciting career, and it seems that the sky is her only limit!
As an APM Bachelor Degree student, you gain significant professional work experience as part of your course. The supervised Industry Placement forms a key part of your education pathway – and gives you the chance to select from over 300 organisations that are ready to mentor you.

Doing an Industry Placement is a great way for you to gain workplace experience and get a true feel for what it’s like to work in the industry of your choice. This is what employers are looking for – and it makes you hot property in the employment market.

As a Vocational Education Advanced Diploma student, you have the opportunity to participate in the Internship Program. This optional program is provided at no cost to current APM students and enables students to put their learning into action by gaining work experience. The Internship Program involves working around 2 days a week for up to 6 months and occurs outside of scheduled class times.

Typically, the Industry Placement and Internship Program provides unpaid work experience. Additional volunteer activities and events often occur on weekends or evenings, so it’s the perfect way for students to gain valuable industry experience.

**Solid support network**
Not only do you have email access to your lecturers outside of class time, you also have a fantastic support network consisting of lecturers, program directors and careers advisors. This is all part of your complete student experience and helps you to confidently pursue your career goals and dreams.

**Job seeking support and employment opportunities**
To help prepare you for a successful career, we have dedicated resources that provide you with job seeking skills and direct you to the latest job opportunities. Services that you can access include:

- Resume preparation and application letter guidance
- Interview techniques
- Job hunting strategies
- Formal classes in career development and planning for full-time students
- One-on-one career sessions.

As an APM student, you also have exclusive access to industry job vacancies from APM network companies before they are released to the market. Job opportunities are promoted exclusively to APM students.

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**Here is an indication of what marketing and communication professionals can expect to earn:**

<table>
<thead>
<tr>
<th>Role</th>
<th>Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional Marketing Director</td>
<td>$200,000</td>
</tr>
<tr>
<td>Marketing Director</td>
<td>$130,000</td>
</tr>
<tr>
<td>Senior Marketing Manager</td>
<td>$110,000</td>
</tr>
<tr>
<td>Channel Marketing Manager</td>
<td>$97,000</td>
</tr>
<tr>
<td>Marketing Communications Manager</td>
<td>$95,000</td>
</tr>
<tr>
<td>Sponsorship Manager</td>
<td>$95,000</td>
</tr>
<tr>
<td>Direct Marketing Manager</td>
<td>$95,000</td>
</tr>
<tr>
<td>Brand Manager</td>
<td>$90,000</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>$85,000</td>
</tr>
<tr>
<td>Market Research Manager</td>
<td>$80,000</td>
</tr>
<tr>
<td>Product Manager</td>
<td>$80,000</td>
</tr>
<tr>
<td>Marketing Analyst</td>
<td>$75,000</td>
</tr>
<tr>
<td>Events Manager</td>
<td>$68,000</td>
</tr>
<tr>
<td>Marketing Executive</td>
<td>$66,430</td>
</tr>
<tr>
<td>Marketing Communications Co-ordinator</td>
<td>$60,000</td>
</tr>
<tr>
<td>Assistant Brand Manager</td>
<td>$53,000</td>
</tr>
<tr>
<td>Marketing Co-ordinator</td>
<td>$53,000</td>
</tr>
<tr>
<td>Marketing Assistant</td>
<td>$40,000</td>
</tr>
</tbody>
</table>

Experience that makes you employable

We’re not interested in you just finding some office job for a few days a week. That’s not what you’re training for. Our Industry Placement (for Degree students) and Internship Program (optional for Advanced Diploma students) are unique – and we have hundreds of companies eager to give you practical work experience in your area of study. We have a strict monitoring process to make sure you get the experience you need while at these companies. You don’t have to find the companies – we have already done that. Together, with you, we choose the one that is best suited to your needs, interests and skills. Then, we prepare you for the interview with that company, where you have the chance of “marketing” yourself.

It’s no surprise that our graduates are often snapped up by their companies prior to graduation. That’s a real testament to the calibre of APM students.

Here are some of the many of companies that have taken APM students as interns or employees over recent years:

AFL NSW/ACT
Aloha
Australian Poker League
Australian Rugby Union
Avant-Garde Events
Biennale Festival
Blacksheep Productions
Bliss Models & Management
Bluejuice Events
Brave New World
Brisbane EKKA
Brisbane Festival
Brisbane International Film Festival
Brisbane Lions
Brisbane Convention and Exhibition Centre
Business Chicks
Chugg Entertainment
Cricket NSW
Cronulla Sharks
Dendy Films
Divine Events
Dreamcoat PR
Drift
d-Rush Promotions
Edge Custom Media

Elite Sports
Estee Lauder
Football Federation Australia
Frontier Touring Company
Funktionality
Gabba Stadium
Gordon Rugby Club
Great Big Events
Home Night Club
Impact Communications
Inertia
ISmart (e-Marketing Business)
JK Entertainment
Laneway Festival
Let’s Launch Promotions and Marketing
Liberation
Make A Wish Foundation
MapSports
Model Co
Modular Records
Music Network
NSW Tennis
OzTag Sports
PIM Creative Marketing Special Events
Popcorn Events
QSport (Sports Federation of QLD)
Queensland Academy of Sport
Queensland Cricket
Redark Marketing
Roadshow Films
Sandstorm Beach Volleyball Centre
Seatem Pty Ltd
Sieders V8
Smart
Sound Alliance
Suncorp Stadium
Supre
Swimming NSW
Sydney Entertainment Centre
Sydney Festival
Sydney Hilton
theBrandshop
The Music Network
The Logomers
Universal Music
VAS Entertainment
Warner Bros
West Tigers
World Masters.
Relevance and credibility
APM College of Business and Communication is governed by an independent Academic Board. The Academic Board oversees all aspects of academic quality within the College. The Board is committed to rigorously upholding the highest educational standards and ensuring students receive a rewarding and challenging learning experience.

The independent members of the Academic Board include:

Prof. Adrian Lee, Chair
Emeritus Professor, UNSW

Prof. Mark Israel
Professor of Law and Criminology, School of Law, Flinders University

Assoc. Prof. Suzan Burton
Associate Professor, Macquarie Graduate School of Management

Assoc. Prof. Sharon Fraser
Associate Dean, Teaching and Learning, Faculty of Education, University of Tasmania

Prof. Perry Hobson
Director, THE-ICE, Southern Cross University

Dr. Marianne Hulsbosch
Senior Lecturer in Visual Arts and Design Education, Faculty of Education and Social Work, University of Sydney

The Academic Board also includes student, faculty and staff representatives.

What do the peak industry bodies think of APM College of Business and Communication?
The value of your qualification is closely linked to our relationships with top-level industry associations such as Australian Marketing Institute, Public Relations Institute of Australia, and Advertising Federation of Australia.

By studying with APM, you gain a qualification with impressive credentials. What’s more, as further recognition of the quality of APM’s courses and our students, key industry bodies offer special Awards for Excellence at our graduation ceremony. These awards often include membership to the organisation, tickets to major functions or even cash.
Marketing (page 12)
Develop and endorse products that the public can’t live without. Grasp what products people desire, then create, launch and position them for success. Seize the power of branding and learn what makes people tick.

Event Marketing and Management (page 13)
Be the planner, creator, and inspirational genius behind unforgettable weddings, festivals and parties. Visualise themes, engage clients, brainstorm projects and prepare for a fun, fast-moving and thrilling career.

Public Relations (page 13)
You’re the face of a company – its image, reputation and voice – and an outstanding communicator that orchestrates publicity tours, media releases, and sponsorship events. Make a statement and prepare to be heard.

Advertising (page 14)
Communication is your passion – persuasion is your middle name. Scream your product’s message out via print, billboards, online and TV. Create advertising campaigns that dare to be different.

Sports Marketing (page 14)
What a score - a job that combines your love of sport with people. Tackle a medley of strategies to manage and promote a club, sporting event, or player. Raise awareness, find sponsors and enthuse the public!

Entertainment Marketing (page 15)
Lights – camera – action! Get ready to run a show-stopping-spectacle of concerts, TV, cinema, performances and more. Dazzle the audience, book venues, manage entertainers, and impart excitement and hype for every event.

Journalism (page 15)
Chief spreader of news – that’s you. Utilise your first-class communication skills to chase stories, hunt down leads, write articles and expose up-to-the-minute news. Craft an exhilarating career and reveal the truth to the world.
APM has a portfolio of innovative courses to help you achieve your career ambitions. Start or accelerate your career in the dynamic marketing and communications industry.

Now that you have identified where you might make the biggest impact in the business and communications industry you can start thinking about what courses you would like to enrol in to get you there.

APM offers a variety of study options in both Higher Education and Vocational Education. Below is a breakdown of all the courses sorted by career area to help you make your decision.

Take a minute to explore the options available for you at APM and learn about the course options that have been designed in conjunction with the industry - Marketing, Public Relations, Advertising, Sports Marketing, Event Marketing and Management, Entertainment Marketing and Management and Journalism.

**Marketing**
Marketing is developing a product or service designed to win the hearts and minds of people. It’s about getting the right product to the right place at the right time. Marketing is a complex beast - it embraces products, sales, public relations, services, pricing, packaging, advertising and promotion, and distribution and customers.

Successful marketers not only understand their customers’ needs, they have the ability to develop a brand or service that customers actually demand.

In the exciting world of marketing, you’ll build long-term relationships and customer loyalty - and discover everything from products and brands to re-launching and positioning established brands and products.

**Higher Education**
- **Bachelor of Business (Marketing)**
  CRICOS course code: 062178E
  For course information, including an outline of individual subjects and entry criteria, see page 20.

**Vocational Education**
- **BSBS51207 Diploma of Marketing**
  CRICOS course code: 067435G
- **BSB60507 Advanced Diploma of Marketing**
  CRICOS course code: 067436G
  For course information, including an outline of individual units and entry criteria, see pages 28 and 29.

**Professional Development Workshops**
- **Business Law for Marketing Communications**
- **Experiential and Promotional Marketing**
  For the full range of optional APM Professional Development Workshops, see pages 30 and 31.
Public relations

Public relations – commonly known as PR – is all about keeping the image of a company, organisation or individual looking rosy in the public’s eyes. It is the way a company communicates with their audience – which may be customers, media, government, or their own staff.

As a PR practitioner, you’ll take part in media briefings, media releases, publicity events, sponsorship and events. In the event of bad publicity, your role is to minimise the damage to your company’s reputation when something goes wrong - you’ll be prized for thinking quickly on your feet, and keeping everything running smoothly.

Event marketing and management

An event is a type of gathering, be it a convention, fundraiser, performance, festival, media event, wedding, sporting event or party. Event management involves the project management of devising and developing an event that leaves a lasting impression on people. The person running the show is the Event Manager, who’s creative at heart, an excellent communicator and a multi-tasker. They spend their action-packed day coming up with creative themes and formats, and liaising, organising and communicating with clients. Event marketing is an emerging field that uses events as a key element of the marketing mix for a product or service.

Higher Education

Bachelor of Business (Event Management)
CRICOS course code: 064818F
For course information, including an outline of individual subjects and entry criteria, see page 21.

Vocational Education

BSB51207 Diploma of Marketing
CRICOS course code: 067435G
BSB60507 Advanced Diploma of Marketing
CRICOS course code: 067436G
For course information, including an outline of individual units and entry criteria, see pages 28 and 29.

Professional Development Workshops

Event Project Management
Sports Events and Spectator Management
For the full range of optional APM Professional Development Workshops, see pages 30 and 31.
YOUR CAREER AND COURSE OPTIONS

Sports marketing
The areas of sport marketing, sport management and player management are all very closely related. As with general marketing, as a sports marketing professional you are responsible for the management and promotion of a product. However, in this case the product could be a sport, a club, a player or a sporting event. Strategies have to be developed and marketing tools used to achieve your objectives.

It is all about getting people wanting to be associated with your sport, club or athlete rather than others. You would look at identifying how you can raise awareness and interest in your product to attract participants, sponsors or even Government financial assistance.

Higher Education
Bachelor of Business (Marketing)
CRICOS course code: 062178E
For course information, including an outline of individual subjects and entry criteria, see page 23.

Vocational Education
BSB51207 Diploma of Marketing
CRICOS course code: 067435G
BSB60507 Advanced Diploma of Marketing
CRICOS course code: 067436G
For course information, including an outline of individual units and entry criteria, see pages 28 and 29.

Professional Development Workshops
Managing and Co-ordinating Sportspeople
Sports Events and Spectator Management
For the full range of optional APM Professional Development Workshops, see pages 30 and 31.

Advertising
Advertising is a form of communication aimed to promote – and ultimately sell – a product. Advertisements feature the name of the product/service and point out key benefits to the consumer. Whether it’s a pair of shoes, car, drink or holiday on offer, advertisers attempt to rouse the interest of target groups, then cleverly convince them to purchase their product.

The advertising gurus of today’s world use a medley of innovative mediums to promote their products - print, viral (email), online (adverts on website), radio, ambient (out of home), outdoor (billboards), TV and SMS.

As an advertising graduate, you’re in for an exciting career, working as a creative, account manager, media services person or strategy developer.

Higher Education
Bachelor of Business (Advertising)
CRICOS course code: 062177F
For course information, including an outline of individual subjects and entry criteria, see page 23.

Vocational Education
BSB51207 Diploma of Marketing
CRICOS course code: 067435G
BSB60507 Advanced Diploma of Marketing
CRICOS course code: 067436G
For course information, including an outline of individual units and entry criteria, see pages 28 and 29.

Professional Development Workshops
Experiential and Promotional Marketing
Business Law for Marketing Communications
For the full range of optional APM Professional Development Workshops, see pages 30 and 31.
Journalism

Journalism is the craft of communicating up-to-the-minute news in various forms of the media, like newspapers, the internet, TV, radio, magazines and so on. Journalists use their top-class communication skills (that’s orally, aurally and written) to question, challenge, probe – and even provoke – to seek out the truth on numerous matters.

As a journalist, you’ll write and report on all kinds of stories, and be an editor, writer, even photographer, all at the same time. Roles in journalism are as varied as the news around us, from working at the forefront of journalism as a broadcaster, to magazine journalism, photo journalism and news production.

Entertainment marketing

Entertainment marketing and management is the process where organisations let people know about celebrities or events and promote them to generate interest and business.

Careers can start within theatre groups, entertainment marketing agencies, model/talent agencies, record labels, television, production companies and performance venues.

Higher Education

Bachelor of Business (Marketing)
CRICOS course code: 062178E
For course information, including an outline of individual subjects and entry criteria, see page 20.

Vocational Education

BSB51207 Diploma of Marketing
CRICOS course code: 067435G

BSB60507 Advanced Diploma of Marketing
CRICOS course code: 067436G
For course information, including an outline of individual units and entry criteria, see pages 28 and 29.

Professional Development Workshops

Artist Management

Event Project Management

For the full range of optional APM Professional Development Workshops, see pages 30 and 31.

Higher Education

Bachelor of Communication (Journalism)
CRICOS course code: 065400B
For course information, including an outline of individual subjects and entry criteria, see page 24.

Professional Development Workshops

Media Training

PR Communications Theory and Research

PR Strategy and Management

For the full range of optional APM Professional Development Workshops, see pages 30 and 31.
APM COLLEGE OF BUSINESS AND COMMUNICATION
HIGHER EDUCATION VS VOCATIONAL EDUCATION OPTIONS

APM provides its students with a range of qualifications to suit their chosen career path. Each has been specifically designed to produce work ready graduates. There are important differences between the APM courses. Our Course and Careers Advisers can help you decide which qualification is best suited to your requirements.

Higher Education
The Bachelor Degrees offered by APM are university equivalent Higher Education courses. This means that the emphasis is on a knowledge and skill based approach to learning. All lecturers are industry experts as well as experienced educators and the Industry Placement and career development are major components of your course.

To be eligible for the degrees, students need to have completed year 12 and may be required to participate in an interview. For detailed admissions criteria please see page 36.

Full-time study
APM College of Business and Communication offers students the chance to obtain their Bachelor Degree in 2 years. Offering 3 trimesters each year and 4 subjects per trimester, this timetable allows students to complete their study program in as little as 2 years.

As a full-time student, you enjoy a full study load that consists of face-to-face lectures, tutorials and seminars throughout the week. Prioritisation, planning and allocation of time are critical in order to be accelerated through such a rigorous qualification in 2 years. If applicable APM will assess your eligibility for course credit based on previous studies along with your application and enrolment.

Part-time study*
APM also caters to those who may not be able to commit to full-time study. Undertaking your Bachelor Degree as a part-time student means that you can graduate in 4 years. This reduced study load allows you to balance your work and family requirements. Sufficient time for readings and completing assessments need to be factored into your schedule.

Online study*
APM also offers a number of its degrees through flexible and online learning. As the name suggests, teaching and learning take place online rather than in a classroom, allowing you complete flexibility to study when and where you want. The courses are specifically designed to fit your lifestyle – with a balance of supported and independent study and high quality materials. Flexible and online learning caters for those who wish to further their studies, without having to take time away from family or work commitments.
Exit qualifications
APM also enables students to graduate with either a Higher Education Diploma or Advanced Diploma. These are exit qualifications from the Bachelor of Business. The Higher Education Diploma includes eight business subjects which provide students with all the requisite knowledge for entry level positions. After completing sixteen subjects, including your area of specialisation, students may graduate with a Higher Education Advanced Diploma of Business. With a Higher Education Advanced Diploma of Business you will have the skills for an entry level management role or be ready to run your own business. For more information on exit qualification pathways please see page 19.

Vocational Education
APM also offers Vocational Education Diploma and Advanced Diploma qualifications. These programs focus on skill-based learning with more hours dedicated to applied, practical, ‘hands-on’ tasks. These courses are only offered on-campus. We are happy to assess your eligibility for course credit based on previous studies and/or informal learning. Admissions criteria for vocational courses is provided on page 36.

Full-time study
For those who can commit to full-time study, APM offers students the chance to obtain their Vocational Diploma in 20 weeks. Full-time Diploma students enjoy face-to-face lectures and workshops. Utilising the latest in teaching technology, students acquire the skills and knowledge required for entry level employment. On successful completion of the Diploma, students can progress to the Vocational Advanced Diploma which can be completed in an additional 20 weeks.

Alongside your Advanced Diploma studies, APM offers students the opportunity to participate in the optional APM Internship Program. This program sees you working within industry for two days per week. Prioritisation, planning and allocation of time are critical in order to be successful through such rigorous qualifications.

Part-time study*
Australian students can study APM’s Vocational Diploma part-time. As you may already be in the workforce, part-time study allows for you to attend face-to-face lectures at night, with the occasional Saturday workshop.

Professional Development Workshops
To complement our academic qualifications, APM offers a portfolio of Professional Development Workshops for APM students, alumni and industry professionals. Currently enrolled APM students can participate in these optional workshops at no cost. The workshops provide an invaluable opportunity to further enhance your skills and knowledge of latest industry trends. For more information about APM workshops please see pages 30 and 31.

*Part-time and online course study options are not available to overseas students studying in Australia.
Flexible and online learning
Flexible and online learning (commonly known as distance education or correspondence education) continues to grow in popularity. APM offers students the opportunity to study some of its nationally accredited programs via a flexible and online program. This means teaching and learning take place online rather than in a classroom. This allows for complete flexibility to study when and where you want. This study option meets the needs of students who regularly travel or live outside of the capital cities.

Course options
Flexible and online learning is only available for the following Higher Education qualifications:
- Bachelor of Business (Marketing)
- Bachelor of Business (Event Management)
- Bachelor of Business (Advertising)
- Bachelor of Business (Public Relations)
- Bachelor of Business.

For available exit qualifications please see page 17.

How does online learning work?
Our flexible and online qualifications are delivered through a web-based, student-focused system called the Learning Portal. To assist students in their studies, the Learning Portal provides access to all teaching resources, lecturer interaction and academic support.

Importantly, every subject delivered online has a dedicated lecturer. Our online lecturers guide the students learning experience and provides feedback on their assessments and assignments. The online lecturer also facilitates interactive discussion as well as provides one-on-one academic support for students.

Study materials are presented in a range of formats from PDFs through to videos and interactive media. Students will participate in group activities such as discussion forums, message boards, blogs and wiki's (editable web pages).

Students can monitor their own progress with online self-review quizzes and receive immediate results and feedback. Lecturers mark assessments online and grade assignments electronically. All participants can share resources through access to RSS feeds, online library collections and e-portfolio.

Students are also provided with a subject study guide, relevant text books and reference materials.

Why study online with APM?
- Study anywhere, anytime, at a workload that suits your needs
- Graduate with a nationally accredited APM qualification
- Responsive, one-on-one, personalised tutorial support and service
- High quality curriculum and learning materials designed for learning anywhere and at anytime including the state-of-the-art online learning portal
- Facilitated communication between students, academics and support staff
- Access to an online library collection with over 70 million articles available
- Up to 200 hours of industry work experience ensuring you are work ready
- FEE-HELP available for Australian students, meaning no upfront tuition costs.

Mixed mode learning
To allow you to fit your studies into your life and work commitments as an on-campus student you are able to take any of our subjects that are offered via flexible and online learning to replace an on-campus class. A Course and Careers Advisor can assist you with choosing the optimal mix of online and on-campus studies to complete your qualification.

Information for overseas students
Flexible and online learning courses, including mixed mode learning are not available to overseas students studying in Australia.
Unique pathway design

APM courses are designed to provide you with structured foundations, course flexibility and industry leading specialisations – that’s why we provide core and specialised units throughout the duration of each course.

Should you wish to change your career direction or specialisation, the APM study pathway even provides an opportunity to graduate with an intermediate qualification, should you not finish the entire degree. APM’s Course and Careers Advisors are available to discuss which option is best suited to you.

Study pathway guide

- Course progression
- Optional workshops
- Qualification exit points
- Study periods
- Additional study pathways

*Articulation into these courses and course credit is dependant on the qualifications you graduate with. Please contact a Course and Careers Advisor for more information.

Higher Education study pathway

Year 1 Trimester 1

Year 1 Trimester 2

Year 1 Trimester 3

Year 2 Trimester 1

Year 2 Trimester 2

Year 2 Trimester 3

MBA (Edinburgh Business School)*

Higher Education exit qualification:
- Diploma of Business

Higher Education exit qualification:
- Advanced Diploma of Business
- Advanced Diploma of Business (Marketing)
- Advanced Diploma of Business (Advertising)
- Advanced Diploma of Business (Public Relations)
- Advanced Diploma of Business (Event Management)

Bachelor of Business
Bachelor of Business (Marketing)
Bachelor of Business (Advertising)
Bachelor of Business (Public Relations)
Bachelor of Business (Event Management)
Bachelor of Communication (Journalism)

Vocational Education study pathway

Year 1 Study Period 1

Year 1 Study Period 2

Year 1 Study Period 3

Year 1 Study Period 4

BSB51207 Diploma of Marketing

BSB60507 Advanced Diploma of Marketing

Bachelor of Business (APM)*
Bachelor of Business (Marketing)

CRICOS Course Code: 062178E

Duration: 6 study periods
2 years full-time, 4 years part-time

Intakes: March, July and October (see page 36)

Location: North Sydney and online

FEE-HELP: Available for Australian students
Study options for Australian students:
Full-time, part-time and mixed mode
Study options for overseas students:
Full-time

The APM Bachelor of Business (Marketing) has been developed to enable emerging marketing professionals to understand the role and nature of marketing in a contemporary business environment. You will learn how to engage and influence target audiences and apply marketing theories and practices in a range of industry contexts. You will gain the foundation, knowledge and skills in marketing that will enable you to pursue a career in marketing across a range of sectors and industries - from fast mover consumer goods (FMCG) to sports and entertainment.

Graduate outcomes
- Marketing Assistant/Co-ordinator
- Assistant Product Manager
- Channel Manager
- Brand Manager
- Sponsorship Co-ordinator
- Market Research Assistant
- Marketing and Strategy Consultant
- Media Planner.

Course outline

| Level 100 | Management Principles and Practices |
| ACC101 | Fundamentals of Management Accounting and Business Finance |
| ECO101 | Economics in a Business Environment |
| MKT101 | Understanding Marketing |
| ADV101 | Understanding Advertising |
| PRN101 | Understanding Public Relations |
| MKT102 | Introduction to Consumer Behaviour |
| MKT103 | Marketing Communications |

| Level 200 | Introduction to Applied Finance |
| STAT201 | Introduction to Quantitative Methods |
| LAW201 | Introduction to Business Law |
| IND201 | Industry Engagement |
| ADV201 | Brand Building |
| MKT201 | Marketing and Audience Research |
| MKT202 | Marketing Strategy |
| MKT203 | Business 2-Business Marketing |
| MKT204 | Service Marketing |

| Level 300 | Corporate Social Responsibility |
| MGT301 | Strategic Management |
| IND301 | Industry Placement |
| MKT301 | International Marketing |
| MKT302 | Digital Marketing |

| Elective 1 | Level 300 Approved Study |
| Elective 2 | Level 300 Approved Study |

Elective subjects
- MGT305 | Small Business Management |
- MGT306 | Learning and Development |
- MGT307 | Sales and Promotion |
The APM Bachelor of Business (Event Management) enables emerging event management professionals to understand the application of project management skills and knowledge to the development and implementation of successful events. Within APM, this degree focuses on events as a key driver in engaging consumers and clients.

This degree enables you to choose elective units in hospitality and tourism as well as marketing, public relations and advertising. The hospitality and tourism units are delivered by APM’s sister college – William Blue College of Hospitality and Tourism. For more information on other courses offered by William Blue, visit www.williamblue.edu.au.

Graduate outcomes
- Event Assistant
- Events Co-ordinator
- Event Manager
- Sponsorship Assistant
- Sponsorship Co-ordinator
- Meeting and Conferences Assistant/Manager.
Bachelor of Business (Public Relations)
CRICOS Course Code: 062179D
Duration: 6 study periods
2 years full-time, 4 years part-time
Intakes: March, July and October (see page 36)
Location: North Sydney and online
FEE-HELP: Available for Australian students
Study options for Australian students:
Full-time, part-time and mixed mode
Study options for overseas students:
Full-time

The APM Bachelor of Business (Public Relations) has been developed to enable emerging public relations practitioners to understand how to engage, communicate and influence audiences. You will learn how to effectively combine communications strategies and current technologies to maximise the impact of messages and to act ethically and sensitively to the needs and requirements of the target audience.

Graduate outcomes
• PR Assistant/Manager
• PR and Communications Officer/Manager
• Senior Management
• General Management roles.

Course outline

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<tr>
<th>Level</th>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>Level 100</td>
<td>MGT101</td>
<td>Management Principles and Practices</td>
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<td>ACC101</td>
<td>Fundamentals of Management Accounting and Business Finance</td>
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<td>ECO101</td>
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<td>MKT102</td>
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<td>PRN201</td>
<td>Public Relations Strategy</td>
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<td>Introduction to Public Relations Writing</td>
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<td>PRN203</td>
<td>Issues Management</td>
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<td>Level 300</td>
<td>MGT301</td>
<td>Corporate Social Responsibility</td>
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<td>International Public Relations</td>
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<td>Advanced Public Relations Writing</td>
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<td>Elective 2</td>
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</tbody>
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Elective subjects

MGT305 Small Business Management
MGT306 Learning and Development
MGT307 Sales and Promotion
Bachelor of Business (Advertising)
CRICOS Course Code: 062177F
Duration: 6 study periods
2 years full-time, 4 years part-time
Intakes: March, July and October (see page 36)
Location: North Sydney and online
FEE-HELP: Available for Australian students
Study options for Australian students: Full-time, part-time and mixed mode
Study options for overseas students: Full-time

The APM Bachelor of Business (Advertising) has been developed to enable emerging advertising practitioners to understand the nature of advertising in a business environment. You will learn to develop creative advertising ideas that engage audiences and create campaigns that move target markets.

Graduate outcomes
• Account Assistant
• Account Executive
• Media Buying Assistant/Manager
• Advertising Sales Assistant/Manager
• Senior Account Manager
• Agency Director.

Course outline

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<td>MKT102</td>
<td>Introduction to Consumer Behaviour</td>
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<td>MKT201</td>
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<td>ADV203</td>
<td>Advertising Copywriting</td>
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<td>ADV204</td>
<td>Visual Communications</td>
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<td>ADV302</td>
<td>Media Planning and Buying</td>
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Elective subjects
• MGT305 Small Business Management
• MGT306 Learning and Development
• MGT307 Sales and Promotion
Bachelor of Communication (Journalism)

CRICOS Course Code: 065400B

Duration: 6 study periods
2 years full-time, 4 years part-time

Intakes: March, July and October (see page 36)

Location: North Sydney

FEE-HELP: Available for Australian students

Study options for Australian students:
Full-time, part-time

Study options for overseas students:
Full-time

The Bachelor of Communication (Journalism) has been developed to enable emerging journalists to understand the role and nature of the media and communications sector. This course will develop and create new skills expanding your knowledge and experience. You will learn to manage media production projects, research, conduct interviews and write journalistic content for media.

Graduate outcomes
- Cadet Journalists
- News Reporters/Readers
- TV Journalists/Researchers/Producers/ Presenters
- Radio Presenters/Journalists/Announcers/ DJs/Producers
- Feature Writers
- Magazine/Newspaper Editors.

Course outline

Level 100
COM101 Comparative Media Spheres
COM102 Media Research and Interviewing
COM103 Writing and Thinking about News
COM104 Sound, Vision and News
COM105 Online Media
COM106 Media Studies

Elective 1 Level 100 Approved Study
Elective 2 Level 100 Approved Study

Level 200
COM201 Audio Feature Production
COM202 Audiovisual Feature Production
PRN202 Introduction to Public Relations Writing
COM203 Feature Writing
COM204 Editing and Design
IND201 Industry Engagement

Elective 1 Level 200 Approved Study
Elective 2 Level 200 Approved Study

Level 300
COM301 Legal and Ethical Issues in Media
COM302 Media Project
COM303 Media Futures
IND301 Industry Placement

Elective 1 Level 300 Approved Study
Elective 2 Level 300 Approved Study

Elective subjects
PRN101 Understanding Public Relations
IND101 Industry Practices
PRN201 Public Relations Strategy
PRN202 Introduction to Public Relations Writing
PRN203 Issues Management
PRN301 International Public Relations
PRN302 Advanced Public Relations Writing
Bachelor of Business
CRICOS Course Code: 066184G
Duration: 6 study periods
2 years full-time, 4 years part-time
Intakes: March, July and October (see page 36)
Location: North Sydney and online
FEE-HELP: Available for Australian students
Study options for Australian students:
  Full-time, part-time and mixed mode
Study options for overseas students:
  Full-time

The APM Bachelor of Business has been developed to allow students to gain a broad understanding of the domestic and international business environment. As a student, you will develop the skills and knowledge that enable you to research, analyse and interpret the business environment. Your critical thinking skills will enable you to identify strategic opportunities for organisations and develop strategic business and marketing plans.

The Bachelor of Business provides a broad range of electives in marketing, public relations, events and advertising so that you can study your area of interest. Combining core business knowledge and skills with a range of electives provides varied career options and paths. Graduates who seek employment with national or international companies will find opportunities in both Australia and overseas.

Similarly, this degree provides owners or managers of SME’s (small or medium sized enterprises) with the knowledge and skills to drive their business in competitive markets. Upon graduation, these managers/owners will be able to strategically position their companies and business systems so as to build a competitive advantage.

Graduate outcomes
- Customer Service Supervisor
- Marketing or Event Co-ordinator
- Administration Co-ordinator or Supervisor
- Management roles within SME’s.

Course outline

| Level 100          | Management Principles and Practices
| ACC101            | Fundamentals of Management Accounting and Business Finance
| ECO101            | Economics in a Business Environment
| MKT101            | Understanding Marketing
| MKT102            | Introduction to Consumer Behaviour
| Elective 1        | Level 100 Approved Study
| Elective 2        | Level 100 Approved Study
| Elective 3        | Level 100 Approved Study

| Level 200          | Introduction to Applied Finance
| STAT201           | Introduction to Quantitative Methods
| LAW201            | Introduction to Business Law
| IND201            | Industry Engagement
| MGT201            | Human Resource Management
| MGT202            | Project Management
| Elective 1        | Level 200 Approved Study
| Elective 2        | Level 200 Approved Study
| Elective 3        | Level 200 Approved Study

| Level 300          | Corporate Social Responsibility
| MGT301            | Strategic Management
| IND301            | Industry Placement
| MGT303            | Business Information Analysis
| Elective 1        | Level 300 Approved Study
| Elective 2        | Level 300 Approved Study
| Elective 3        | Level 300 Approved Study

Elective subject selections made at 100 and 200 levels should take into account the prerequisites of electives at 200 and 300 levels. Please contact a Course and Careers Advisor for more information.
Daniel Toscano
Account Executive,
ESP Consulting
2008 Graduate
Vocational Advanced Diploma

Daniel couldn’t be happier in his present role at ESP Consulting. His contentment is all down to having a strong mentor. “James is a great boss. He is constantly mentoring me in how to deal with the media and how to best go about gaining coverage for our clients.”

With such a varied position, Daniel works on an array of projects for leading accounts like Adidas, Uncle Toby’s and Telstra. “One minute I could be working on event activation tasks, and then the next I’m speaking to media about an upcoming new product.” Once again, having a great boss is a key to his success. “James gives me plenty of responsibility in the day-to-day operations of the business. I really get a holistic view of how the PR and marketing world works.”

Completing his Advanced Diploma (specialising in Sports Marketing) in 2008, Daniel was lucky enough to land a role in his internship company, Elite Sports Properties (ESP). He believes that the work experience made the transition from student life to working life a whole lot easier. “I knew how ESP operated, I knew the culture of the company, and I knew what was expected of me”.

James Ward
General Manager,
ESP Consulting
Daniel’s manager and employer of APM interns and graduates at ESP Consulting

James Ward – aka Daniel’s mentor – is extremely impressed with Daniel’s performance to date. In fact, right from the word go, he stood out from the crowd. “After doing such an outstanding job during his internship we offered him a permanent job” he says. “His passion for sport and keenness to learn on the job made him a perfect candidate.”

James has seen a lot of interns come and go over the last five years. But Daniel wasn’t like everyone else. “Where some interns have lacked confidence or basic industry skills, Daniel excelled in both areas. We got him into client-facing work straight away working across some of our larger clients, and important projects”, he says.

And what’s the secret to Daniel’s confidence? “He’d obviously been taught well at APM. He came to us well-prepared and ready to roll up his sleeves and get into some real work” James says. A year on, he has already been promoted and is himself now managing an intern from APM.”

ESP Consulting
ESP Consulting helps bring sport and sponsorships to life. With one of the most flexible and effective consultancy and public relations services in the sports and entertainment industry, it incorporates key elements of the marketing mix, and delivers results to sports governing bodies, corporate clients, associated stakeholders, athletes and government.

ESP Consulting has a unique relationship with the media, unmatched by any of their competitors. As an athlete management company, media from all fields approach ESP regularly, creating a two-way relationship - one that works very well for their clients.
WHAT OUR STUDENTS HAVE TO SAY

Nicole Thomson-Pride
Current student
Bachelor of Business (Public Relations)

“I’d already started two uni degrees, neither of which I finished. I wanted a qualification which would get me into the workforce as quickly as possible and APM offered that.

APM’s practical application of theory, especially via the major assignments, really stood out for me. Two assignments had me build an entire brand from scratch and develop a strategic PR campaign - really intense but enjoyable projects.

I am interning at Edelman - the world’s biggest independent PR agency with 51 offices worldwide. I’m learning the ropes and am applying my theoretical knowledge in a practical situation. I’m pitching stories to journalists, developing media contact lists, researching and brainstorming for possible campaigns.

Not long ago I was involved in a Starburst brainstorming session for a new and fun PR campaign which was a terrific learning experience!”

Lauren Sewell
Recent graduate
Vocational Diploma

“The courses offered by APM were varied and were delivered in a time frame that suited my needs. They offered a small, close knit environment, which meant more attention could be focused on each student, giving a tutorial feel to lectures. After discussions with various people already working in the PR industry, it became apparent that APM was also the most respected college specialising in PR.

A couple of my teachers took a particular interest in the development of my career. I felt they really used their contacts and knowledge of the industry to give me a head start. I really appreciated this as networking in the PR and events industries is paramount to your success!

My advice to others wanting to enter these industries is to use every contact you have and be confident and promote your strengths to others. Believe in your ability – because if you don’t, why should anybody else?!”

Daniel Kelman
Current student
Bachelor of Business (Marketing)
Marketing Associate, Red Dingo

“I’d heard a lot about APM, particularly the quality of the lecturers and the fact that the assignments were based on real situations. I knew this would provide me with an opportunity to see how the theory I was learning in class could be implemented in the real world.

Those who are wanting to enter the marketing industry need to be prepared to do anything to get a foot in the door. It’s very competitive and those who show enthusiasm and a willingness to do the ‘grunt’ work will stay a step ahead of their competition.

I also found the North Sydney campus really accessible. They have everything you need close by and the campus has a nice atmosphere about it. I’d suggest anyone interested in attending APM come along to one of their many events – they have Open Days, Day in the Life workshops for Year 12 students and other industry specific events which are always really popular.”
**BSB51207 Diploma of Marketing**

CRICOS Course Code: 067435G  
Duration: 2 study periods (of 10 weeks each)  
20 weeks full-time, 40 weeks part-time  
Intakes: February, April, July and October  
Location: North Sydney and Brisbane  
(Brisbane location is available to Australian students only)  
VET FEE-HELP: enabled for Australian students  
Study options for Australian students:  
Full-time and part-time  
Study options for overseas students:  
Full-time

The Diploma of Marketing has been developed to enable emerging marketing professionals to understand the role and nature of marketing in a contemporary business environment and critically reflect on the roles and responsibilities of marketing. Designed as an introduction to the marketing industry you will gain a basic knowledge of marketing activities, consumer behavior, advertising and industry trends and development. This course is the precursor to the Advanced Diploma course and provides entry level employment in the marketing industry and the foundation for advanced studies if you wish to progress further. For more information on study pathways, see page 19.

### Build on your industry skills

Take advantage of our optional Professional Development Workshops that are designed by industry to equip you with practical industry skills and up-to-date information on the latest industry trends. The workshops also provide you with the opportunity to apply your knowledge to emerging areas such as Sports Marketing, Entertainment Marketing and Management and Experiential Marketing. The Professional Development Workshops are optional, provided at no cost to enrolled APM students and run outside of course hours. For a full range of workshops available please see pages 30 and 31.

### Course structure

A total of 8 units must be successfully completed for this qualification. 5 marketing units and 3 elective units are offered at APM as per the 'BSB51207 Diploma of Marketing units of competency' table.

### Assessment methods

Assessment is conducted through a range of methods including written examinations, case studies, projects, reports, group work and presentations.

### Career outcomes

- Marketing Manager in a shared marketing management role
- Public Relations Manager.

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<thead>
<tr>
<th>Marketing units</th>
<th>Elective units</th>
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<tbody>
<tr>
<td>BSBMKG502B</td>
<td>BSBMKG402B</td>
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<tr>
<td>BSBMKG501B</td>
<td>BSBMKG510A</td>
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<tr>
<td>BSBMKG507A</td>
<td>BSBMKG514A</td>
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</tbody>
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**OUR COURSES - VOCATIONAL EDUCATION**

**BSB51207 DIPLOMA OF MARKETING**
BSB60507 Advanced Diploma of Marketing

CRICOS Course Code: 067436G

Duration: 2 study periods (of 10 weeks each)
20 weeks full-time following successful completion of the Diploma of Marketing or equivalent (see page 28)

Intakes: February, April, July and October

Location: North Sydney and Brisbane
(Brisbane location is available to Australian students only)

VET FEE-HELP: enabled for Australian students
Study options for Australian students:
Full-time

Study options for overseas students:
Full-time

The Advanced Diploma of Marketing has been developed to further your leadership and strategic marketing skills in a contemporary business environment. You will learn how to critically reflect on the roles and responsibilities of marketing, engage and influence target audiences and apply marketing theories and practices across a range of industries and sectors.

Building on the Diploma of Marketing, the Advanced Diploma will prepare you to make strategic decisions in the corporate world.

At the time of application we are happy to assess your eligibility for course credit based on previous studies and/or informal learning. For more information on study pathways, see page 19.

Internship Program
Advanced Diploma of Marketing students have access to the optional Internship Program. This highly successful program provides students with the opportunity to apply their knowledge and skills in industry two days per week during their course. For more information please see page 8.

Build on your industry skills
Take advantage of our optional Professional Development Workshops that are designed by industry to equip you with practical industry skills and up-to-date information on the latest industry trends. The workshops also provide you with the opportunity to apply your knowledge to emerging areas such as Sports Marketing, Entertainment Marketing and Management and Experiential Marketing. The Professional Development Workshops are optional, provided at no cost to enrolled APM students and run outside of course hours. For a full range of workshops available please see pages 30 and 31.

Course structure
A total of 8 units must be successfully completed for this qualification. 4 core marketing units and 4 elective units are offered at APM as per the ‘BSB60507 Advanced Diploma of Marketing units of competency’ table.

Assessment methods
Assessment is conducted through a range of methods including written examinations, case studies, projects, reports, group work and presentations.

Career outcomes
• Marketing Director
• Marketing Strategist
• National or Regional Marketing Manager.

BSB60507 Advanced Diploma of Marketing units of competency

Core marketing units

- BSBMKG608A Develop organisational marketing objectives
- BSBMKG609A Develop a marketing plan
- BSBMKG607B Manage market research
- BSBMKG603B Manage the marketing process

Elective units

- BSBFIM601A Manage finances
- BSBMGS510A Manage projects
- BSBMGT605B Provide leadership across the organisation
- BSBMKG605B Evaluate international marketing opportunities
APM College of Business and Communication has a reputation for the delivery of industry relevant programs and courses. To ensure our graduates are ready for employment, APM offers students the opportunity to participate in APM’s range of optional Professional Development Workshops.

Developed through industry consultation, these workshops give students additional skills and training in their areas of interest. Offered throughout the year, students can select any or all the workshops to gain additional industry skills and knowledge. Respected by industry, these workshops provide our graduates with a real advantage when entering the workforce.

These workshops are optional for all APM students and are provided at no cost, are run over 2-3 days outside of course hours, and are not recognised in the Australian Qualifications Framework.

**Artist Management**
Understanding the ins and outs of managing artists in the entertainment industry - from securing record and publishing deals through to protecting artist’s rights and intellectual property – is critical for success in this competitive industry. In addition, you will develop an understanding of the network of support available to artists from associations such as APRA, AMCOS and the PPCA.

**Business Law for Marketing Communications**
You will learn the basics of the Australian legal system, where it came from and how it works. All marketing and communication professionals need an understanding of the laws that affect the marketing, events and sport management and entertainment industries. Introduction to Business Law for Marketing Communications provides you with a working knowledge of contracts, responsibilities and restrictions.

**Managing and Co-ordinating Sportspeople**
To appreciate the complexities of managing high profile sporting athletes, teams or groups you need to go behind the scenes and experience the dynamic planning processes that support them in achieving their sporting goals. This workshop provides an overview of sports management from co-ordinating training schedules to booking large scale venues. You will gain insights into the intricacies of managing and co-ordinating our sporting stars of the future.

**Sports Events and Spectator Management**
This workshop deals with the planning, development financing and management of sports events - whether it be a local cricket competition or the Rugby World Cup. You will closely examine the issues of venue management, risk assessment and management from a sports perspective. Keeping event attendees safe via a comprehensive spectator or crowd management plan is the responsibility of the event manager. Taking into account relevant legislation and the Australian Standards in Risk Management, you will examine methods of identification and analyse the risks associated with large crowds.
This workshop will teach you how to use the media. You will examine the characteristics of each of the main media (radio, television, newspapers, magazines and online channels), and the skills required when being interviewed by journalists. You will learn how advertisers and PR specialists build a media mix and how achieve effective reach and frequency targets for their messages.

Experiential marketing attempts to connect with consumers in personally relevant and memorable ways, communicating the essence of a brand through a personalised experience. This is crucial to connecting with Generation Y who distrusts traditional advertising. Promotional marketing aims to make you take action immediately – giving consumers a reason to make the purchase today, rather than tomorrow. Combined, these marketing techniques are changing the way we view marketing and dramatically altering our engagement with consumers.

This workshop is a great starting point for people wanting to get into the public relations (PR) and marketing sector. It examines the definition, theory, functions and processes of PR. You will learn about communications theory, as well as the most appropriate forms of PR for different targets and different objectives.

Public relations is based on a number of disciplines, including behavioural sciences. In this workshop you will examine some of the theories that underpin today’s public relations practice. You will also learn more about public relations research as a basis of initiating and measuring communication programs.

This workshop will enable you to understand event concept development, venue selection, basic risk and crowd management and event financing. Event management theories are combined with project management concepts and real life risk management and legal issues.

This workshop will teach you about the applications and power of public relations. You will understand how to use public relations as a tool for corporate image building and public affairs, government relations and lobbying, crisis management, employee communication, financial and investor relations.
AM College of Business and Communication is delighted to be affiliated with the Edinburgh Business School (EBS), the Graduate School of Business of Heriot-Watt University in Scotland. As a graduate of the APM College of Business and Communication Bachelor of Business, you can articulate into the EBS Masters of Business Administration (MBA) programs – the only international MBA accredited in Australia and the world’s most flexible MBA program.

Master of Business Administration (MBA)
Conferred by: Edinburgh Business School
Higher Education Provider Code: NSW5042
Duration: Flexible
Intakes: Flexible start dates (no fixed study periods)
Location: Online
Study options for Australian students: Flexible
Study options for overseas students: Flexible

This internationally recognised course meets the needs of business executives from a wide range of commercial organisations – that’s precisely why over 40% of Fortune 500 companies have employees that are enrolled in or have graduated from EBS courses. As an MBA student, you’ll learn from and be inspired by some of the most talented students and teachers in the business world.

This course equips you with the competitive advantage needed to succeed in today’s uncertain economic environment. It introduces you to the fundamentals of applied management and business, and investigates core management disciplines such as people skills, economics, marketing, accounting, finance and project management.

To be awarded the MBA, you must successfully complete 7 core courses and 2 electives. Additionally you can choose one of 4 specialisations: marketing, human resource management, finance or strategic planning. To be awarded the MBA with Specialism, you must complete the 7 MBA core courses and 4 specialist electives.

Milestone achievements
When you complete three units of the MBA courses you will gain the Graduate Certificate in Business Administration. If you complete 6 units of the MBA courses you will achieve the Graduate Diploma in Business Administration.

Added advantage of postgraduate study
Graduating with an MBA says to the world you mean business. This qualification equips you with an impressive combination of skills, expertise and networks crucial to success. What’s more, it provides you with the confidence and ability to plan strategically for large corporate organisations. Depending on your field of work, you could secure one of many senior-level roles, such as Strategic Manager.

For more information on EBS courses visit www.ebsglobal.com.au or call 1300 365 162.

Core subjects
- Accounting
- Economics
- Finance
- Marketing
- Organisational Behaviour
- Project Management
- Strategic Planning

Elective subjects
- Alliances and Partnerships
- Competitive Strategy
- Consumer Behaviour
- Corporate Governance
- Corporate Reputation, Branding and Managing People
- Credit Risk Management
- Derivatives
- Developing Effective Managers and Leaders
- Employee Relations
- Financial Risk Management
- Human Resource Development
- Human Resource Management
- Influence
- International Marketing
- Leadership
- Making Strategies Work
- Managing People in Changing Contexts
- Managing People in Global Markets
- Marketing Channels
- Marketing Communications
- Marketing Research
- Mergers and Acquisitions
- Negotiation
- Performance Management
- Practical History of Financial Markets
- Principles of Retailing
- Quantitative Methods
- Research Methods for Business and Management
- Sales Force Management
- Services Marketing
- Strategic Negotiation
- Strategic Risk Management

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Kaleidoscope Marketing Communications creates meaningful connections between brands and their audience, in turn inspiring actions and building systematic value. Through a deep understanding of the brand, the audience and the context in which a brand exists, they create connections and inspire actions throughout the customer journey.

Kaleidoscope’s award-winning team of local and international experts delivers expertise in three key areas:
1. Brand Experience Marketing
2. Loyalty Marketing

Kaleidoscope is a member of the Photon Group of Companies, APMA, MAAW and AMI.
STUDENT SPOTLIGHT
PETER SCOTT

Peter Scott has always had his eye on the ball. He heads up PDSI Group Pty Ltd – his own international consulting, construction and property development and trading company. With offices all around the world, he spends his working life darting from China and South East Asia, to Europe and the Middle East. With the help of consortium partners, his highly-esteemed company undertakes first-class projects in Asia, Africa, Europe and beyond.

Snapping a picture of Peter here at the Royal Sydney Golf Course is highly appropriate, for PDSI Group Pty Ltd has won many prestigious awards for initiating some of the world’s finest golf resorts in China, Indonesia and Malaysia. But PDSI Group Pty Ltd develops more than just golf resorts - they’ve pioneered world-class developments in more than 15 countries, ranging from hotels, golf resorts and marinas, to office buildings, residential developments and laboratories.

Peter is passionate about “creating developments that progress our civilization, protect our environment and respect indigenous culture.” And there’s never a dull moment in his challenging role. “I travel to each of our offices where I create marketing and business opportunities at a global level. I also direct managers and deal with clients on a regular basis”, he says.

Before setting up PDSI Group Pty Ltd, Peter spent years working in a Directorship and shareholding role within a large Sydney-based consultancy group. Then, in 1989, he went on to conquer the world by launching PDSI Group Pty Ltd in Singapore.

Peter chose APM as the college offers a quality education with the added convenience of being able to study online. Or as jet-setter Peter puts it, “I could do coursework in any hotel or airport in the world, be it Shanghai, Hong Kong, Amman or Dubai.”

When it comes to giving advice to APM graduates his advice is honest and to-the-point. “Don’t be scared to go overseas to see the world; don’t concentrate on money alone; do the best job you can for your customers and clients; and taste everything the world has to offer.”

Peter Scott
Current flexible and online learning student
Bachelor of Business
CEO, PDSI Group Pty Ltd

“I could do coursework in any hotel or airport around the world, be it Shanghai, Hong Kong, Amman or Dubai...”
“APM courses are intensive and taught by real industry professionals. In the fast-paced and ever-changing marketing and event management landscape, APM offers its students a great hands-on way of learning. The APM internship program allows the student to experience working conditions first hand and lays a solid foundation for students allowing them to experience the various roles available and gauge where they would like their career to head. Some of Blinc’s most talented rookies have been graduates of APM.”

“APM offers the ideal learning environment for its students. Industry professionals are on hand to deliver a unique mix of theory and on-the-job experience, case studies and career advice. APM is producing very capable people, passionate and skilled to take on roles in industry. They definitely have the confidence and edge to excel.”

“I find that students with a degree in marketing are more attractive to potential employers and move forward much quicker in their careers. We need smart, dynamic recruits with practical, hands-on education who are able to hit the ground running. APM certainly delivers those recruits time and time again.”
**HOW TO APPLY**

**GENERAL INFORMATION**

**How do I apply?**
Complete the application form and send it to us along with academic transcripts and any additional documentation (e.g. your high school results, resume and references if applicable). Once we receive your application, we will contact you.

Remember, if you have any questions, feel free to talk to a Course and Careers Advisor to make sure the chosen course is a right match for your career ambitions.

**Entry requirements**

**Higher Education**
School leavers require a minimum ATAR of 63.40 or UAI of 60.00 or equivalent. Other prospective students can also apply and will be individually assessed. Entry to the Higher Education courses including degrees and nested exit qualifications may require a phone or face-to-face interview. Contact a Course and Careers Advisor for more information.

**Vocational Education**
Entry into Vocational Education courses may include an interview and is based on an ability to demonstrate a willingness and ability to learn, accept feedback and commit to a course of study. As part of the interview process you may be asked to complete a short written task, which helps us assess your strengths and capacity to succeed in your chosen course. Entry is not based on UAI.

**Course credits**
Recognition of related academic achievements and informal learning for course credit are available. Certified testamurs and transcripts are required from recognised higher education institutions. Contact your Course and Careers Advisor or Agent for an application form and details on the process.

**Key intake and term dates**
APM College of Business and Communication has 3 intakes per year for both full-time and part-time Higher Education study options*. Applications close 14 days prior to intake commencement.

### Higher Education intakes: on-campus

<table>
<thead>
<tr>
<th>Trimester 1:</th>
<th>Commencing 8/3/10 and ending 23/5/10</th>
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<table>
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<tr>
<th>Trimester 3:</th>
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<tr>
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<td>15/11/10</td>
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Flexible and online learning Higher Education qualifications have 6 intakes per year*. Applications close 14 days prior to intake commencement.

### Higher Education intakes: flexible and online learning

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<table>
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<table>
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<th>Trimester 3:</th>
<th>Commencing 10/5/10 and ending 6/8/10</th>
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<tr>
<th>Trimester 4:</th>
<th>Commencing 5/7/10 and ending 5/9/10</th>
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<th>Trimester 5:</th>
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<td>Census Date:</td>
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<th>Trimester 6:</th>
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<tr>
<td>Census Date:</td>
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Vocational Education qualifications have 4 intakes per year*. Applications close 14 days prior to intake commencement.

### Vocational Education intakes: on-campus

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<th>February intake:</th>
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<tr>
<td>Census Date:</td>
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* Subject to course availability and your study preference.

### Tuition fees
APM College of Business and Communication tuition fees are published in the APM Schedule of Fees and Dates. This is available from your Course and Careers Advisor or at www.apm.edu.au.

**What additional information and application details apply to me?**

**Australian students**
For the purposes of this prospectus you are defined as an ‘Australian student’ if you are:
- an Australian citizen; or
- an Australian permanent resident; or
- in Australia on a Humanitarian visa; or
- a New Zealand citizen.

**Overseas students**
If none of the Australian student criteria above applies to you, then you are considered an overseas student. Please see pages 38 and 39 for more information.
Scholarship program 2011
Each year APM awards a select number of scholarships to deserving students. For 2011 APM will be offering:
• One full-fee Bachelor of Business degree scholarship; and
• Two half-fee Advanced Diploma scholarships.

These are merit-based scholarships and the selection process is rigorous. For more information, please call us on 1300 880 610 or email enquiries@apm.edu.au.

Study now and pay later
 Eligible Australian students now have access to the Australian Government’s:
• FEE-HELP loan scheme for APM’s Higher Education Degree courses; and
• VET FEE-HELP loan scheme for APM’s Diploma and Advanced Diploma Vocational Education qualifications.

These schemes can assist you in paying for all, or part of, your tuition fees. Repayments commence via the tax system once your income rises above a minimum threshold ($41,595 in 2008-09).

APM College of Business and Communication, as a trading division of Think: Colleges Pty Ltd, has FEE-HELP approved for the following Higher Education qualifications:
• Bachelor of Business (Marketing)
• Bachelor of Business (Advertising)
• Bachelor of Business (Event Management)
• Bachelor of Business (Public Relations)
• Bachelor of Communication (Journalism).
• Advanced Diploma of Business (Marketing)
• Advanced Diploma of Business (Event Management)
• Advanced Diploma of Business (Advertising)
• Advanced Diploma of Business (Public Relations)
• Advanced Diploma of Business
• Diploma of Business

APM College of Business and Communication, as a trading division of Think: Colleges Pty Ltd has the following Vocational Education qualifications enabled for VET FEE-HELP:
• BSB51207 Diploma of Marketing
• BSB60507 Advanced Diploma of Marketing

How do I apply?
Complete the application form and send it to us along with academic transcripts and any additional documentation (e.g. your high school results, resume and references if applicable). Once we receive your application, we will contact you.

Quality and Australian regulations
Before entering a contract with APM, overseas students should be familiar with the ESOS framework. A simple explanation of the framework is the Easy Guide to ESOS available online at: www.aei.dest.gov.au/AEI/ESOS/EasyGuide_ESOS.htm.

The Department of Education, Employment and Workplace Relations regulates the education and training sector’s involvement with overseas students studying in Australia on student visas. It does this through the Education Services for Overseas Students legislative framework. This protects Australia’s reputation for delivering quality education services and the interests of overseas students, by setting minimum standards and providing tuition and financial assurance.

The legislation mandates a nationally consistent approach to registering education providers so that the quality of the tuition, and care of students, remains high. The professionalism and integrity of the industry is further strengthened by the ESOS legislation’s interface with immigration law. This imposes visa related reporting requirements on both students and providers.

School-aged dependents
School-aged dependents accompanying you to Australia are required to pay full fees if they are enrolled in either a government or non-government school.

Overseas students under 18
APM accepts applications from qualified applicants under 18 years old. Overseas students under 18 years old studying in Australia must live with a homestay, parent, or relative. The College has established review and approval processes to help ensure accommodation arrangements are appropriate for overseas students.

The College arranges guardianship and welfare services with ISA for our overseas students under 18 years old who stay in home stays. ISA provides independent support for students to help them adjust to life in Australia and assist with resolving any challenges along the way.
Living in Australia

Living in Sydney is very affordable when you compare it to European or Asian cities. There are many bargains to be found in Sydney which will make sticking to your budget easy.

We recommend that you set aside $250 – $300 per week for living expenses. For information on living in Australia, including indicative costs of living and accommodation options please visit www.apm.edu.au/overseas-students.

Accommodation

There are many options for accommodation in Sydney. These range from living with a family in homestay accommodation to student residences, shared apartments, or living on your own.

Homestay accommodation - Sydney

Homestay offer students the opportunity to live with an English speaking family. This is a great way for overseas students to practice their English language skills and learn more about local culture and customs.

For details on our approved homestay providers visit www.apm.edu.au/overseas-students.

Apartment living

Many students share apartments or live on their own. It is recommended that students plan to be in Sydney early in order to visit apartments and meet potential flatmates before making a commitment. You may like to book into a hostel for your first few days and then look for share accommodation with others. The following websites will help you get started.

Permanent and temporary accommodation

www.realestate.com.au
www.domain.com.au
www.unilodge.com.au
www.glenferrielodge.com
www.falconlodge.com.au
www.wakeup.com.au
www.urbanest.com.au

English language for overseas students

A minimum level of English language proficiency and educational qualifications must be demonstrated by overseas students. Evidence required to demonstrate proficiency is outlined in the Admissions and Enrolment Policy and Procedure, which is available at www.think.edu.au/policiesandprocedures.

APM Higher Education qualifications have a minimum IELTS requirement of 6.0 (minimum 5.5 in each band) and Vocational qualifications have a minimum IELTS requirement of 5.5 (minimum 5.0 in each band).
THINK: PARTNERS

APM COLLEGE OF BUSINESS AND COMMUNICATION

BILLY BLUE COLLEGE OF DESIGN

WILLIAM BLUE COLLEGE OF HOSPITALITY MANAGEMENT

CATC DESIGN SCHOOL

AUSTRALASIAN COLLEGE OF NATURAL THERAPIES

JANSEN NEWMAN INSTITUTE

Australian National College of Beauty

Think Education Group is distinguished by its commitment to providing innovative, industry relevant degree and vocational courses at the highest levels. This not only provides students with a guarantee of quality but also a unique learning experience that sets them apart from other college and university graduates.

APM College of Business and Communication is a trading name of Think Colleges Pty Ltd, a private Higher Education Institution accredited by the New South Wales Department of Education and Training (DET) and a registered training organisation with national qualifications and courses accredited by the New South Wales Vocational Education and Training Accreditation Board (VETAB). The DET is the only accreditation authority in the State of New South Wales listed on the Australian Qualifications Framework Register, authorised via the New South Wales Higher Education Act (2001) to accredit private providers of higher education. VETAB is the only accreditation authority in the State of New South Wales authorised via the New South Wales Vocational Education and Training Act (2005) to accredit private providers of vocational education and training. All degrees, diplomas and advanced diplomas issued by the College are recognised within the Australian Qualifications Framework. The College is subject to periodic audits by the Australian Universities Quality Agency and the Vocational Education and Training Accreditation Board.

Workshops, seminars, and short courses offered by the College are not recognised within the Australian Qualifications Framework and they are not accredited by DET or VETAB. These are developed by the College in consultation with industry in order to meet industry needs.
GRADUATE SPOTLIGHT
CLINT SALTER

Clint Salter danced his way from APM to become the brainchild behind DanceLife, an online community for Australian dancers and performers. Just recently he has been recognised by Anthill’s 2009 Top 30 Under 30 Entrepreneurs – an Australian website and magazine for small business owners which celebrates outstanding entrepreneurial endeavours.

Clint scored his place due to his creation in July 2008 of DanceLife, the only specialist online directory and social network targeted to all Australian dancers and performers. The site has quickly established itself as a destination for dancers of all levels.

At just 24 years’ old, Clint has had a long love affair with dancing and entrepreneurship. While studying for his School Certificate he opened his very own dance studio. He then completed a diploma of marketing where he received the highest academic achievement in his class. Then it wasn’t long before he landed a coveted role with celebrity agent Harry M Miller, where he manages successful clients including Peter Morrissey, Zoe Bingley-Pullin, Michael Falzon and Jenny Kee.

With many of his peers utilising all their spare time for social activities, Clint says he has no regrets in taking on such responsibility and enjoys every minute he spends working and growing DanceLife. “I want to be the motivation and inspiration to other young people who have the idea and passion but are scared to take that risk”, he says. In addition to further developing the DanceLife online community, he will introduce Dance-Nation – the ultimate dance competition – in May 2010.

DanceLife was a finalist in the AIMIA Awards for 2009 and a finalist in the 2008 POPRepublic awards for best website. For more information, visit www.dancelife.com.au.

“If a young boy who grew up in a housing commission estate, raised by a single mother can create two successful businesses by the age of 24, I believe anyone can.”

Clint Salter
Founder, DanceLife
Agent, Harry M Miller
2008 Graduate
Vocational Diploma
Contact
If you would like more information on any of the material presented in this brochure, please visit our website or contact one of our Course and Careers Advisors.

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Information provided in this brochure is current at the date of publication, and may be subject to change.