Think: Colleges Pty Ltd trading as APM College of Business and Communication was awarded the Higher Education Provider of the Year 2012 ACPET Awards for Excellence
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APM COURSE GUIDE 2013

### A LITTLE MORE DETAIL

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APM College of Business and Communication is a recognised Higher Education and Vocational Education Provider that combines high quality learning with real world industry experiences.

Our cutting-edge bachelor degree and diploma programs are fully accredited by Australian State and Commonwealth Government regulatory education agencies and have been specifically developed to make sure you stand out from the competition and excel in your dream career. Recognised nationally and internationally, the curriculum is compliant with the standards of the Australian Quality Training Framework (AQTF).

REAL DEGREES, RECOGNISED DIPLOMAS
APM offers a fully-accredited Bachelor of Business program with majors available in marketing, public relations and event management. Additionally, our diplomas in marketing and management give you a real competitive advantage when entering the workforce or looking for a promotion.

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

AN ENVIRONMENT OF SUPPORT AND RESPECT
Our average class sizes are small, which means you will get the individual attention you deserve 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 giving APM students the skills to tackle professional life during or after study.

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

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.

A FLEXIBLE APPROACH
At APM, we know life is busy and that everyone has different commitments – which is why we offer flexible study options to fit your lifestyle. You have the option to study full-time or part-time, including some evening and online classes. In fact, many of our qualifications are also available for flexible online study – so there’s no need to come into a classroom if your proximity or situation doesn’t allow it.*

*Part-time study options are not available to international students studying in Australia. International students who are studying in Australia may only study a portion of their subjects online.

THE HIGHEST ACADEMIC STANDARDS
The Academic Board, which governs APM’s academic policy and program development, includes independent academic members of exceptional calibre who bring a range of expertise and educational experience.

The Academic Board ensures APM student learning outcomes meet the highest academic and professional standards, and that APM students receive a rewarding and challenging learning experience.

Members include Emeritus and Winthrop professors, leading researchers and consultants, and influential figures who have achieved respect and acknowledgement in their fields, both nationally and internationally.

The independent members of the Academic Board include:

Emeritus Professor Adrian Lee
Chair of Think: Colleges Academic Board

Winthrop Professor Mark Israel
Winthrop Professor of Law and Criminology, University of Western Australia

Associate Professor Suzan Burton
Professor of Marketing, University of Western Sydney

Dr John Mitchell
Managing Director, John Mitchell & Associates

Dr. Kylie O’Brien
Associate Dean, Teaching and Learning, Victoria University

Associate Professor Stephen Huxley
The Faculty of Design, Swinburne University

The Academic Board also includes student, faculty and staff representatives.
Having won the award for Higher Education Provider of the Year (Australian Council for Private Education and Training 2012) we are delighted to begin the academic year with acknowledgement of our high-quality degree and diploma programs that are equivalent in qualification to other institutions, and fully accredited by Australian State and Commonwealth Government regulatory education agencies.

As a reflection of our high-standards, our Course Advisory Committees, comprised of academics and industry practitioners, continue to oversee new course development and regular reviews of existing courses. All lecturers are current industry practitioners in the subjects they teach.

But what makes our learning experience truly unique is not just our strong focus on theory and good academic results, but our push towards developing the careers of our students to maximise their employability and industry connections. We are continually developing strong partnerships with leading businesses to provide internships and employment opportunities that are a great advantage to our students.

For example, the final Trimester of the Bachelor of Business contains a compulsory internship with a relevant industry sector. This process is managed by our Careers and Industry Consultant who also provides training and development in resume preparation, interview techniques and access to various industry events - giving students valuable networking opportunities and contacts.

On campus, we remain committed to small average class sizes where students can benefit from individual attention from academic staff. Experience seminar-style learning that encourages active participant interaction - rather than the traditional lecture/tutor approach used by other institutions. Campus life will also get a boost with the development of an activity based learning management system, career-enhancing events and networking opportunities and a website, that collectively makes studying with us a truly unique and contemporary experience.

We look forward to welcoming you to APM. I am confident that your time with us will really make a big difference to your future.
APM’s lecturers collectively bring a wealth of industry experience to the classroom, which illuminates theories and helps students to learn through practical application. All of our teachers are industry experts who excel in their field, giving students the best possible education to achieve and succeed in their chosen careers.

Trish Fairbourn
Head of Academic Studies - Higher Education

» Masters of International Tourism Management
» Bachelor of Economics
» Diploma of Hotel Management

Trish started her working career in a merchant bank but then changed into hotels and resorts due to a family business venture. After completing a Diploma in Hotel Management in Switzerland, Trish returned to Australia to continue working in 5 star hotels and resorts both in Sydney and the North Coast of NSW as a conference manager and corporate sales rep. A guest lecture spot at a university then prompted Trish to take up lecturing full-time, and subsequently part-time which she continued to do for 14 years, teaching business subjects such as Accounting, Human Resource Management, Communications and Environmental Management. Trish then moved into higher education management where she has been working for the past four years, most recently joining APM as the Head of Academic Studies – Higher Education.

Anthony Mitri
Head of Academic Studies - Vocational Education

» Masters of Education (Current)
» Bachelor of Business (Hospitality Management)
» Certificate IV in Training and Assessment

While attending university, Anthony was awarded the prestigious Corporate Management Traineeship with IHG (Intercontinental Hotels Group), which he completed with a focus on all areas of Management. Upon graduation, Anthony ventured into the world of entrepreneurship by working with the Accor group. In 2006, Anthony moved into the education arena with a range of international colleges in Sydney and was quickly promoted to management posts within the academic field. Now the Head of Academic Studies for Vocational Education programs at APM, Anthony is in a unique position of having current, high-quality industry experience, postgraduate qualifications, and academic experience which he combines to deliver vocational training of the highest quality to our students.
Paul Picksley
Program Manager - Sydney Campus

» Advanced Diploma of Management
» Advanced Diploma of Hospitality Management
» Certificate IV in Training and Assessment
» Certificate in Personnel Practice

Paul has over 20 years’ of operational and management experience, working and travelling all over the globe. After leaving school he began as a management trainee in the UK, eventually moving into a multi-site General Manager role for a restaurant brand in London’s vibrant West End. After joining Scottish & Newcastle Retail, Paul worked as a GM in a variety of areas as well as in HR Management for a multinational organisation. A sabbatical trip around the world led to work as a tour guide in Asia and Africa, before moving to Australia and starting a new career in education. For the past five years Paul has been working full-time as a lecturer and manager within VET education and training. He recently joined APM College managing business and events subjects, teaching both face-to-face and online.

Charles Burns
Academic Advisor

» Bachelor of Education (Human Movement and Health Education).

Charles Burns is the Academic Advisor at APM. His role is to support students, and be the first port of call should they have any issues related to their course and studies. Charles welcomes students to come and speak to him about their studies or ask questions about the courses offered by APM. Working closely with the academic team, Charles determines if students are performing to the best of their abilities, monitors the progress of each student and makes contact with the students individually to discuss their academic and career goals. Charles’ entire career has been in education, having taught at a range of schools in NSW and Japan in the past 10 years after graduating with a Bachelor of Education (Human Movement and Health Education). Students should feel free to drop by the APM Academic Office and have a chat if they have any concerns at all about their progress. There is no need for any question to be left unanswered or any concern unaddressed.
APM offers fully accredited and officially recognised bachelor degree and diploma programs, developed and endorsed by educational leaders.

Small average class sizes ensure every lecturer knows your name and will take the time to help you identify your strengths and improve on your weaknesses.

Our careers and industry consultant works with every student to prepare for the workforce and help pave the way for your chosen career.

Flexible delivery means you can study on campus, online or a blend of both to suit your lifestyle-needs.

Students graduate with hands-on experience and valuable industry connections.
CIARA MAHONEY
2010 PUBLIC RELATIONS GRADUATE
ADVERTISING AND PUBLIC RELATIONS
ACCOUNT MANAGER.
STUDY AT APM
DESIGNED BY INDUSTRY, FOR INDUSTRY

REAL-WORLD LEARNING
Our lecturers are skilled industry practitioners dedicated to preparing students for the workforce, incorporating real-world case studies into the classroom. Theories are applied to these examples so you will not only learn the theories, but also understand how to apply it. This applied approach to learning ensures you gain industry-specific skills and education to enter the professional domain with confidence.

ACCELERATED PATHWAYS TO UNIVERSITY EQUIVALENT QUALIFICATIONS
APM offers learning options that allow students to enter the workforce as soon as possible. Understanding the importance of securing professional experience, we offer fast-tracked programs where you can obtain the equivalent of a university Bachelor Degree in two years full-time, as opposed to the standard three or four. This also applies to Diplomas, which may be completed in almost half the usual time required, and part-time options, whereby Bachelor students can graduate in four years, in contrast to six. This is possible with APM’s academic year offering three trimesters and four subjects per trimester. Each subject you study has been designed with career outcomes in mind, providing you with a breadth of industry knowledge and ensuring a smooth transition into the professional world.

EXCEPTIONAL INTERNSHIP PROGRAM
APM’s Internship Program is unique with many companies offering our students practical work experience while they study. APM partners with students to find a company and industry you want to gain experience in, giving you the best chance to get connected to your ideal placement. Opportunities to gain professional work experience in APM Bachelor Degrees is an invaluable experience for students, giving the chance to gain important insights and ensuring that you’re a cut above the rest.

FLEXIBLE STUDY OPTIONS
APM’s range of study options make it possible for students to tailor their education to accommodate work and lifestyle commitments. APM’s cutting edge online learning system makes it possible for the majority of our courses to be studied on campus, online, or through a combination of both. Depending on your needs, you may opt to study full-time or part-time. Students needing assistance in deferring the cost of tuition fees have either FEE-HELP or VET FEE-HELP available to them.

FIRST-RATE FACILITIES
The Sydney and Brisbane campuses are both located in vibrant, relevant and convenient locations in capital cities. With stylishly renovated and refurbished campuses in both Sydney and Brisbane, students will reap the benefits of studying in an environment that reflects their ambitions and professionalism. State-of-the-art computer labs and access to wireless are available on each campus, as well as a resource centre/library and solid student support and alumni services. Student lounge areas provide spaces for socialising and relaxation, while nearby food courts, cafes and restaurants offer a variety of places to recharge.

PERSONALISED ACADEMIC SUPPORT
Students enrolled in APM Colleges have the advantage of attending an educational institution that offers a more personalised experience. Our campuses are easy to navigate, while smaller average class sizes create focused learning experiences and mean that lecturers actually get to know your name. Our lecturing team provides constant support and encouragement in the classroom and out of hours via email and the Student Learning Portal.

Along with personal support and services to develop job-seeking skills and prepare you for a successful career, there is dedicated student services and academic support, both online and on campus. At APM, you will study with like-minded people who are looking to advance their career.

DEDICATED STUDENT SUPPORT SERVICES
We take the needs of our students seriously. That’s why we have a designated department just to assist you. Student Services is your official point of contact and the first place to go with general and administrative questions. It provides the personalised support needed during study, from orientation to graduation and is a valuable resource for students needing information, advice or support.

STUDENT SERVICES AND ACADEMIC LEARNING SUPPORT
As a student, there may be times when you feel overwhelmed with study or would like some help to complete an assignment.

Dedicated Learning and Academic Skills (LAS) support staff are available on-campus in North Sydney.

Other students can access LAS support online through their Student Portal or through the Student Services or lecturers on their campus. Additionally, lecturers can refer students or students can contact Think: CLASS (Centre for Learning and Academic Skills Support) directly.

Think: CLASS staff can help you to study more effectively and develop your skills in:

» Writing (essays and reports)
» Study techniques
» Goal setting
» Grammar and spelling
» Time organisation
» Creating an effective study environment
» Academic learning
» Exam preparation

Our experienced team ensures that academic issues are dealt with and that students are supported in their learning. The team includes access to a counsellor who can offer confidential assistance to students with personal and welfare issues.

STUDENT REPRESENTATIVE COUNCIL (SRC)
We understand that you need a student voice and a life outside of college. The Student Representative Council is responsible for helping you to speak up and maintain a balanced lifestyle. They discuss current issues and organise a range of social and networking events to get you involved in the campus community and connect with your peers. Volunteer now!

DEDICATED STUDENT SUPPORT SERVICES
With unique industry links and smaller classes, my learning environment is more interactive than other learning institutions. Another great thing about being a student at APM is the professionalism and that you have people from the industry teaching you.

“Going back to study can be a daunting task - that’s why APM’s option to complete a full Bachelor Degree in just two years was very appealing to me. With unique industry links and smaller classes, my learning environment is more interactive than other learning institutions. Not long ago I was involved in a Starburst brainstorming session for a new and innovative public relations campaign which provided an invaluable learning experience. Another great thing about being a student at APM is the professionalism and that you have people from the industry teaching you. They are up-to-date with all the industry developments and this has been a wonderful part of my study.

I have also found the flexibility of study options, accountability and pro-active approach of APM very encouraging. Being able to combine online and on-campus study has been helpful-especially if you need to support yourself throughout your study periods as it allows you to be in control of your own schedule. But being on-campus is great too as it allows you to feel a part of the college community and gives you a taste for a business environment as it’s located in the busy CBD of North Sydney.

After I graduate I plan to get more work experience and eventually set up my own small business. I believe experience is imperative, so I am keen to work under other business entrepreneurs so I can keep learning.”

BUSINESS
Excellent business skills are the currency of the modern workplace. National and international organisations insist on business graduates generating ideas and offering the business a competitive edge that generates growth and success.

Today’s business person is a strategist who can make things happen. They have the capacity to work across all manner of enterprises – from micro-businesses to multinational companies. They understand that marketing, HR, finance, and economics all contribute to the success of an organisation and cannot operate alone.

To succeed in this industry, you need to be both an inventor and entrepreneur at the same time. You will be a skilled decision-maker, problem-solver and leader, and can choose areas to specialise in such as marketing, PR or events.
"Having completed a Diploma of Public Relations a few years ago, I was motivated to study further in the industry, I wasn’t sure exactly what I wanted to do, but I have always had a passion for fashion. When I saw APM advertisements in the city one day, I decided that APM was the place that I wanted to study.

When I first began studying my bachelor degree at APM I really enjoyed the friendly, approachable lecturers and student support team. The classes are more personal, there is more one-on-one time provided to me, and as a result I have met some great friends too!

To top it off, I don’t feel like just another student and I love the incredible insights into the industry from my lecturers who are each experts in their own field. The classes are really interactive, and while I’ve had an opportunity to study both online and on-campus, I prefer the face-to-face format as I feel the classroom environment provides a better learning experience for me.

This year I had the opportunity to work overseas in Canada where I obtained the role of a marketing and communications coordinator. During this time I put my skills to the test with a diverse range of tasks in marketing, advertising and PR. Coming back to Australia I feel a lot more focused and passionate about my chosen career.

Utilising my experiences in the industry so far as well as my degree I would like to work towards obtaining a superior role in a PR agency, advancing my career one step at a time. My APM industry placement is fast approaching and ideally I would like to complete a placement at Golightly PR, an agency based in Sydney’s Darlinghurst. They work on very reputable fashion brands and are highly respected in the fashion industry."

PUBLIC RELATIONS

Public Relations, commonly known as PR, is a sector always on the rise. It is all about enhancing and maintaining the image of a company, organisation or person. It is the way a company or person communicates with their audience, which may include consumers, media, government, or their own staff.

PR involves taking part in media briefings, media releases, publicity events, sponsorship and events. PR practitioners analyse, predict, counsel and implement. In the event of bad publicity, they oversee damage control, ultimately minimising harm and containing situations. PR uses positive news stories to form good relationships with the general public, and the PR manager develops campaigns to communicate these stories in a credible and effective manner."

JASON REED
CURRENT STUDENT, BACHELOR OF BUSINESS (PUBLIC RELATIONS)
“I had my heart set on a future in event management and could see that APM would give me the practical skills and knowledge that I needed. When APM’s Career Consultant offered me an internship with Business Chicks, which is one of Sydney’s leading networking organisations that hosts inspiring professional development seminars, with famous hosts such as Richard Branson and Sir Bob Geldof, I jumped at the chance. I’m loving it! My role is really diverse and covers everything from administrative work to event planning and conducting research for upcoming events. Through APM I’ve also gained work experience at the Myer Fashion show and Sydney Festival. And I’ve made many close friends at College – it feels a bit like a family here.”

**EVENT MANAGEMENT**

Event Management is an exciting field involving project management to create an event that leaves a lasting impression on the people who attend. As an event manager, you will devise and develop events ranging from large-scale music festivals and sporting events to product launches and conferences.

You will be responsible for the success of an event from inception through to execution and post-event analysis. Such responsibility requires creative and organisational skills to identify target audiences, generate concepts, and plan logistics, costs and technicalities, as well as excellent communication and people skills to negotiate the various wants and needs of all concerned.

Event managers are creative people who like to run the show using their brilliant multi-tasking skills and engaging nature. They are able to bring ideas to life and often spend their day coming up with creative themes and formats, and liaising, organising and communicating with clients.
I chose to study at APM for a few reasons. Firstly the coordinator who initially handled my enquiry was extremely polite, and very helpful. He would respond to all my emails (and there were a lot) on the same day with all the right answers. I have a very strong background in sales, and have been working in the fashion industry both locally and internationally for the past 6 years.

Initially I wanted to pursue the fashion buying or wholesale element of the fashion industry. It wasn’t until I met a director of new business for a leading Sydney advertising agency who urged me to look into the field of marketing and advertising.

So that is why I initially started with the Diploma to see whether it was an industry of interest to me. She was spot on and I am so happy I took her advice. Now I’m planning on transferring into the Bachelor of Business to continue my studies.

The lecturers at this college are exceptional. They have real experience in the area they are teaching and they provide us with real life examples we can relate to plus they’re also incredibly engaging and are a great support around exam and assessment time. They are always helping and pushing us to get the best results.

I’m very excited by the prospect of what’s out there for me once I have finished this degree. Right now I’d like to see myself specialising in Branding, but I’m only half way through my course. By the end, I know there will be many more doors that I’ll want to explore. In 5 – 10 years time, I most certainly see myself living and working in New York.

Marketing is a fast-paced, creative and diverse industry that is constantly changing with the introduction of new technologies and greater access to global markets. There are many areas of marketing providing a variety of career outcomes to suit your interests, be it market research, brand management, communications, advertising or digital media to name a few. The overall objective is about getting the right message to the right place at the right time.

You will also focus on building customer loyalty, identifying market opportunities and driving campaigns to increase company profit. People in this position are constantly on the ball and know how to build long-term relationships with customers and acquire loyalty.

Modern marketers are savvy individuals with excellent communication skills and with the rapid advancements in smart phones, laptops and social networking, marketers must be in all places at all times.
CONNECTED TO INDUSTRY

PROVIDING YOU WITH EXCEPTIONAL WORK EXPERIENCE, INTERNSHIPS AND EMPLOYMENT OPPORTUNITIES.

“APM’s industry-focused learning and unique Internship Program gives you an opportunity to gain experience in your chosen profession. We will partner with you to find a company eager to give you practical work experience related to your area of interest while you study.”

BECOME JOB-READY WHILE YOU STUDY
As a student at APM, you will reap the benefits of attending a College that has elements of the industry incorporated into every level, including:
» Lecturers
» Internships
» Course development
» Course advisory committees
» Industry bodies

Students are continually connected to the workforce as APM recognises the vital role industry plays in the evolution of course delivery. From cutting-edge technologies to career-specific skills, APM is committed to providing a unique learning space that connects you to the right people in the right places.

STRENGTH RELATIONSHIPS WITH INDUSTRY BODIES
APM’s relationship with top-level industry associations and peak bodies contributes to the value of your qualification, giving you impressive credentials to support your success. These associations include the Australian Marketing Institute, Public Relations Institute of Australia, NSW Institute of Sport, Queensland Academy of Sport, Meetings and Events Australia, Australian Institute of Management and the Communications Council.

As an APM student you are entitled to a complimentary membership to one of our selected associations which introduces you to a valuable network within relevant communities assisting you with establishing your career. Further reflecting the quality of APM’s courses, key industry bodies present Awards of Excellence at our graduation ceremonies, offering another opportunity for students to stand out from the crowd. Throughout your course you are encouraged to apply for volunteering opportunities to gain personal experience and create valuable contacts.

LIFE-CHANGING INTERNSHIPS
APM students undertaking Bachelor Degrees gain valuable professional work experience as part of the course requirements. Key to this experience is our capstone subject Industry Placement, which requires a supervised internship of a minimum of 200 hours in a relevant workplace environment.

The internship is a unique opportunity to gain experience in your chosen profession, making the transition from College to the workforce less daunting. The placement allows students to consolidate information and practice skills acquired at College in a work environment where the pressures, consequences and achievements are as real as those encountered in the workplace. This combination of factors allows the intern to learn on the job but in a supported manner, revealing valuable information about how they will perform in the professional world. APM students completing this placement have an edge on many other contenders in their field, as they will have begun to hone their skills and integrate their strengths accordingly. Many APM students are offered confirmed employment after completing their internship placement.

Another advantage to this component is that you will be covered by APM’s insurance policy, so you will not miss out on desirable placements for lack of cover – a problem regularly encountered by those who attempt to set up internships outside of an institution willing to accept this responsibility.

The internship program has enjoyed 25 years of successful placements and involves a careful process, which assists students to be accurately matched to their ideal internship.

STUDENT SUPPORT AND OPPORTUNITIES
APM provides a solid support network to students during and outside class time when lecturers are contactable via email. Program Managers and careers advisors are also available to assist with any queries or concerns. Such foundations are all important factors to help you pursue your goals with confidence.

As part of your preparation for a successful career we will help polish your job seeking skills providing guidance around:
» Resume preparation and application letters
» Interview techniques
» Job hunting strategies
» One-on-one career consultation.

As an APM student, you will have access to industry job vacancies from APM network companies. Job opportunities are promoted especially to APM students by our industry partners who love our students!
CONNEC TED TO INDUSTRY
These are some of the organisations and industry associations that we actively engage with to provide students opportunities for work experience and networking:

AWARDS FOR EXCELLENCE
By studying with APM, you gain a qualification with impressive credentials. In recognition of the quality of APM’s courses and our students, key industry bodies offer special Awards for Excellence at our graduation ceremonies. These awards often include membership to the organisation and invitations to major functions and a chance to shine in front of friends and family, industry peers and fellow students.

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 INTERNATIONAL SPECIAL EVENTS SOCIETY.
ON CAMPUS STUDY
CENTRALLY LOCATED AND EASY TO ACCESS

SYDNEY
Sydney Campuses:
Levels 4 and 5, 213 Miller Street
North Sydney
NSW 2060 Australia
Northpoint Building, 171 Pacific Highway,
North Sydney
NSW 2060 Australia

The APM campuses in North Sydney are situated in a lively business district, just minutes from the city’s centre across the iconic Harbour Bridge. The newly renovated Miller Street campus is conveniently placed amongst leading advertising agencies and innovative businesses. APM students are immersed in a creative and professional setting with excellent internship and employment opportunities available to them.

The College provides state-of-the-art facilities including the latest computers and free wireless Internet access on each floor, and is walking distance to various cafes, eateries, and public transport. Northpoint Campus amenities are open 8am to 10pm Monday to Thursday and 8am to 6pm Friday, while the Resource Centre is also open on Saturdays during the semester.

If you are new to Sydney, you will be welcomed to a city boasting a stunning harbour, an eclectic culture, beautiful beaches, and award-winning restaurants. Sydney is well connected to highways leading to beautiful countryside, cute regional towns, and natural wilderness as well.

Facilities and services include:
» Resource Centre (Library) (Northpoint)
» Think: Auditorium (Northpoint)
» Student support services
» Student counsellor
» Career and alumni services
» Free WiFi Internet access
» Think: CLASS (Centre for Learning and Academic Skills Support)
» Student lounge area
» IT labs with the latest software
With locations in the capital cities of Sydney and Brisbane, our campuses are vibrant, fun and inspiring places to study. Both Colleges are situated in busy, convenient areas, close to transport, shops and eateries, and top-notch facilities. Life on campus makes it easy to immerse yourself in our professional and creative environment.

BRISBANE
Brisbane Campus
10 Costin Street, Fortitude Valley
QLD 4006 Australia

APM Brisbane is located in Fortitude Valley, which runs alongside the CBD fringe and is the centre for events, festivals and business entrepreneurs. Accessible by all forms of transport, the campus is ideally placed in close proximity to major sporting venues and the state’s leading agencies. The College contains up-to-the-minute teaching facilities and technologies, as well as the student lounge areas providing the most recent computers and FOXTEL. Classes at the Brisbane campus run from 8:30am to 9pm Monday to Friday. Studying in the fastest-growing state in Australia, APM students are immersed in an inspiring location full of potential, with many new projects and business innovation opportunities at arms reach.

If you have recently moved to Brisbane, you will feel at ease with the great weather and vibrant culture and outdoor lifestyle that come with it. Situated alongside the famed Brisbane River, the city is just an hour or two drive from idyllic locations including the Sunshine Coast, Gold Coast and Byron Bay.

Facilities and services include:
» Resource Centre (library)
» Student support services
» Career and alumni services
» Free WiFi Internet access
» Student lounge area
» Onsite Café and many great restaurants nearby
» IT labs with the latest software
Flexible and Online Learning suits many of our students who either live away from campus, regularly travel with work, or like to have choice over the way they manage their study commitments. APM uses the latest technologies and learning platforms to deliver nationally and internationally accredited programs through our Learning Portal, giving you access to all learning resources, lecturer information and academic support.

HOW DOES FLEXIBLE AND ONLINE LEARNING WORK? WHY STUDY ONLINE?
APM’s flexible and online qualifications are delivered through a web-based, student system called the Learning Portal, which provides access to all learning resources, lecturer information and academic support.

Each online subject has a dedicated lecturer, who guides the students’ learning experience and provides feedback on their assessments, assignments and examinations. Online lecturers facilitate interactive discussion - which generates a community of learning - and also offer one-on-one academic support - which provides personal assistance.

The latest technologies and developments are used by APM to enhance the online learning experience, with a learning platform that allows you to keep connected with the College as well as work both collaboratively and individually. Learning materials are presented in a range of formats, including video, interactive media and PDF documents, and students engage in several group activities such as group work, discussion forums, message boards, blogs, and wikis.

Students are able to monitor their own progress with online self-review quizzes and receive immediate results and feedback, while lecturers mark assessments, examinations and grade assignments online and electronically. Resources can be shared in this mode of learning through access to online library collections, RSS feeds and e-portfolios.

All students are provided with a subject study guide, relevant textbooks and reference materials.

STUDY ANYTIME, ANYWHERE
With no set class timetable you can study when and where you want, tailoring your education to suit your lifestyle.

WORKLOAD OPTIONS
You can choose to study full or part-time depending on your availability and needs.

STUDY WITH LIKE-MINDED PEOPLE
This mode of learning doesn’t mean that you will miss out on social and networking opportunities. You will be studying with like-minded classmates and dedicated lecturers throughout the course, as opposed to distance education where it is harder to establish relationships.

PERSONALISED SUPPORT
Responsive, one-on-one support and service will help you as you progress through your course. Average class sizes are kept small to allow for this personal attention.

ACCESS TO EXTENSIVE ONLINE LIBRARY
Students will have access to an electronic library collection that houses more than 70 million online articles.

CONNECTED TO INTERNSHIP PROGRAM
Online learning students receive the benefits of the APM internship program, which provides invaluable work experience within related industries.

HIGH QUALITY CURRICULUM AND STUDY DESIGN
The curriculum and learning materials are specifically designed by APM for learning anywhere, at anytime, through the state-of-the-art online learning portal.

IS STUDYING ONLINE FOR EVERYONE?
Online learning creates opportunities for many, such as people who work or whose lifestyle require them to travel frequently, or for those who live away from an APM campus and have too far to commute. Online learning is perfect!

Mixed-mode learning is available for students who would like to fit their studies into their life and work commitments. As an on-campus student you are able to take most of APM’s subjects offered in the flexible and online learning program to replace an on-campus class. This is ideal for students whose work and/or family commitments make it difficult to attend all their classes at the actual College.

A Course and Careers Advisor can assist you with choosing the optimal mix of online and on-campus studies to complete your qualification.

Online learning is not suitable for everyone, as it requires dedication and discipline that may be difficult to maintain with busy work and family lives. However, the rewards are well worth the effort - if you would like to discuss whether online learning is appropriate for you, please contact us on 1300 880 610.

*A maximum of 25% online course study load is available to international students studying in Australia.
MEET THE TEAM

Wendy Smollan
Program Manager, Flexible Online Learning - Vocational Education

» MBA (Current)
» Diploma of Hospitality Management
» Certificate IV in Training and Assessment
» Certificate in Group Training Techniques

Originally hailing from South Africa, Wendy brings almost 10 years of management expertise to APM. Having worked in 5-star and boutique hotels across 3 continents, she has extensive managerial experience in a variety of areas including General Manager. Upon moving to Sydney, Wendy branched out into recruitment and in 2006 she decided to venture into the education sector and became a full-time lecturer at APM. In her current role as VET FOL Program Manager, she ensures the efficient and effective delivery of the Online Management subjects and provides ongoing support to staff and students in the vocational online programs.

Sandy Hsieh
Online Service Manager

» Bachelor of Arts (Major in Japanese language; minor in Asian area studies)

After Sandy completed her studies in Canada, she moved to Japan and worked in international relations at a regional government office coordinating events and workshops, bringing globalisation to a local level. She then moved to Tokyo and became the co-founder and Human Resources Manager for an international children’s gym in Japan, focusing on developing and expanding the business across the country. Sandy joined APM in 2011 and she is responsible for the development and oversight of the online delivery strategy in the college.
TIFFANY JUNEE
- LECTURER

A former rugby journalist, Tiffany Junee has extensive senior management experience across a diverse sphere of industries including new media, publishing, entertainment, automotive, real estate, fashion, design, finance and sport.

A passionate and innovative communicator, Tiffany has worked with some of the world’s leading fashion, lifestyle and media brands in the Asia Pacific including Guess, Omega, Ralph Lauren and PBL. Prior to returning to academia, she headed up corporate communications and media for Hyundai Motor Company Australia.

Tiffany’s PhD Thesis due for completion in 2015 and titled ‘Rugby 3.0: Social Media as strategy brand communications in international rugby’ extends her Master’s dissertation ‘Social Media Use As Strategic Communications in Australian Rugby Union’ which was awarded a High Distinction.

At APM, Tiffany has taught Public Relations, Issues and Crisis Communications, B2B Marketing, Media Planning & Buying and Artist Talent Management both via Face to Face classes and Flexible and Online Learning.
STUDY PATHWAYS
DESIGN YOUR STUDY PROGRAM THE WAY YOU WANT

APM courses are specifically designed to provide students with structured foundations, course flexibility and leading specialisations. As an APM student, you will study both core and specialised subjects throughout the duration of the course. Flexible study pathways allow you to change your career direction or specialisation, should you wish, during your studies.

The APM study pathway provides an opportunity to graduate with an intermediate qualification, should you not wish to finish the entire degree. Each of the qualifications available is created to produce graduates ready for the workforce.

There are important differences between the various courses. APM Course and Career Advisors are available to discuss your options and which option is best suited to you.

VOCATIONAL EDUCATION (VET)
APM offers Vocational Education Diploma qualifications, which are shorter in length than a Bachelor degree and provide pathways to further study. These programs focus on a skill-based approach to learning with more hours dedicated to applied, practical, ‘hands-on’ learning.

APM’s VET courses are based on National Training Packages, which are updated regularly in consultation with the relevant industry bodies. They incorporate the same curriculum across all study locations, while internships, lecturers, and a high level of industry consultation help to give you, the APM graduate, the competitive edge over other VET graduates.

VOCATIONAL COURSES OFFERED AT APM
» BSB61207 Diploma of Marketing
» BSB61107 Diploma of Management

We are happy to assess your eligibility for course credit based on previous and/or informal learning. Please contact us on 1300 880 610 to receive admissions criteria for these courses.

HIGHER EDUCATION (HE)
The Bachelor degrees offered by APM are university equivalent Higher Education courses fully accredited by the regulatory bodies. The emphasis is on a knowledge and skill based approach to learning. All course lecturers are industry experts and experienced educators, while the internship/industry placement program and career development components of the degree provide invaluable work experience, helping you to be a cut above the rest to employers.

HIGHER EDUCATION OFFERED BY APM
» Bachelor of Business
» Bachelor of Business (Marketing)
» Bachelor of Business (Public Relations)
» Bachelor of Business (Event Management)

To be eligible for the Bachelor programs, applicants need to have completed Year 12 and gained a minimum ATAR of 63.4. Please contact us on 1300 880 610 to obtain detailed admissions criteria.
## Study Pathway

**VET Pathway - Diploma of Management or Marketing**

### Year 1

<table>
<thead>
<tr>
<th>Diploma of Management</th>
<th>Diploma of Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ONLINE ONLY</strong></td>
<td><strong>ON-CAMPUS OR ONLINE</strong></td>
</tr>
</tbody>
</table>

**Receive the following credits:**
- Generic 8 subjects
- Event Management 7 subjects
- Marketing/PR 3 subjects

### Year 2

**Articulate to Bachelor (Optional)**

**Graduate from a Diploma and Bachelor Degree in 2 Years with the Accelerated Study Mode**

**Receive the following credits:**
- Marketing/Generic 7.5 Subjects
- Public Relations 5.5 Subjects
- Event Management 4.5 Subjects
**Higher Education Pathway - Bachelor of Business**

- **Standard Mode**
  - Year 1: 8 Subjects
    - Standard
    - On-campus or online
  - Year 2: 8 Subjects
    - Standard
    - On-campus or online
  - Year 3: 8 Subjects
    - Standard
    - On-campus or online

- **Accelerated Mode**
  - Year 1: 12 Subjects
    - Accelerated
    - On-campus or online
  - Year 2: 12 Subjects
    - Accelerated
    - On-campus or online

**Study Pathway**

- **VET Pathway** - Diploma of Management or Marketing
- **Higher Education Pathway** - Bachelor of Business
  - **Generic**
  - **Marketing**

**Receive the following credits:**

- **Generic** 8 subjects
- **Event Management** 7 subjects
- **Marketing/PR** 3 subjects

**Graduate from a Diploma and Bachelor degree in 2 years with the accelerated study mode**

**Receive the following credits:**

- **Marketing/Generic** 7.5 Subjects
- **Public Relations** 5.5 Subjects
- **Event Management** 4.5 Subjects

**Articulate to Bachelor (optional)**

**H-ED**

**Master of Business Administration**

*Edinburgh Business School (EBS)*
Discover the role that marketing plays in the success of contemporary organisations, and examine industry trends, responsibilities, needs and opportunities.

WHAT IS MARKETING?
Marketing is a process that seeks to find the right product or service and the right place at the right time. In this industry you will identify market opportunities, develop products according to demand, drive campaigns and re-launch and position established brands. Marketers can anticipate and understand the wants and needs of consumers and make it happen at the same time as rallying their loyalty and generating company profit.

COURSE STRUCTURE
You must successfully complete a total of 8 units for this qualification as per the BSB51207 Diploma of Marketing units of competency table. Upon graduation you may be eligible to articulate into the Bachelor of Business (Marketing).

UNITS OF COMPETENCY
- **BSBMKG502B** - Establish and adjust the marketing mix
- **BSBMKG501B** - Identify and adjust the marketing mix
- **BSBMKG515A** - Conduct a marketing audit
- **BSBMKG514A** - Implement and monitor marketing activities
- **BSBMKG402B** - Analyse consumer behaviour for specific markets
- **BSBMKG510B** - Plan electronic marketing communications
- **BSBMKG523A** - Design and develop an integrated marketing communications plan

WHAT SKILLS WILL I LEARN?
You will learn to identify and evaluate marketing opportunities, interpret market trends and developments, and establish and adjust the marketing mix. You will acquire skills to implement and monitor marketing activities as well as conduct a marketing audit, and may also opt to learn how to analyse consumer behaviour, plan effective communications across a variety of channels, manage fundraising and sponsorship activities and develop knowledge in a specific area of marketing.

WHAT ARE THE GRADUATE OUTCOMES?
- Marketing Executive
- Marketing Officer
- Assistant Product Coordinator
- Marketing Assistant
Acquire the practical knowledge and skills to manage and motivate a team of employees, oversee successful projects, and provide effective leadership across an organisation.

WHAT IS MANAGEMENT?
Businesses need brilliant leaders and strategists as managers, who can create a competitive edge to generate growth and success. Business managers oversee a range of organisations, drawing on various skills to strike the right balance in keeping stakeholders, customers and employees satisfied. People in this industry are across the financial goals of a business so as to ensure they are running their division or team effectively and efficiently. They understand that marketing, HR, finance, and economics all contribute to the success of a business.

COURSE STRUCTURE
You must successfully complete a total of 8 units for this qualification as per the BSB51107 Diploma of Management units of competency table. Upon graduation of this course you may be eligible to articulate into the Bachelor of Business.

UNITS OF COMPETENCY

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSBMGT515A-</td>
<td>Manage operational plans</td>
</tr>
<tr>
<td>BSBRSK501B-</td>
<td>Manage Risk</td>
</tr>
<tr>
<td>BSBFIM501A-</td>
<td>Manage Budgets and Financial Plans</td>
</tr>
<tr>
<td>BSBCUS501C-</td>
<td>Manage Quality Customer Service</td>
</tr>
<tr>
<td>BSBWOR502B-</td>
<td>Ensure Team Effectiveness</td>
</tr>
<tr>
<td>BSBPMG510A-</td>
<td>Manage projects</td>
</tr>
<tr>
<td>BSBHRM402A-</td>
<td>Recruit select and induct staff</td>
</tr>
<tr>
<td>BSBMGT605B-</td>
<td>Provide leadership across the organisation</td>
</tr>
</tbody>
</table>

WHAT SKILLS WILL I LEARN?
The Diploma provides a broad introduction to the management of a business where students learn the fundamentals of financial and project management, risk minimisation, customer service skills and the essentials of how to manage a team of employees.

WHAT ARE THE GRADUATE OUTCOMES?
Graduates of the Diploma will have the knowledge and skills to secure a position in a small, medium or large sized business at a supervisory or management level. However, if you would like to enhance your opportunities, you may also continue your studies with the Bachelor of Business. Some job titles available to you as a Diploma graduate include:
- Operations Manager
- Sales Team Leader
- Facilities Supervisor
- Administration Manager
Acquire the skills to research, analyse and interpret business environments, identify opportunities and create strategic business and marketing plans.

**WHAT IS BUSINESS?**
Businesses need brilliant leaders and strategists as managers, who can create a competitive edge to generate growth and success. Business managers work across many industries and may specialise in a particular area. They draw on various skills to strike the right balance in keeping stakeholders, customers and employees satisfied. People in this industry are across the financial goals of a business to ensure they are running their division or team effectively and efficiently. They utilise their team and entrepreneurial skills to promote and expand their business through networking, sales and marketing, advertising, PR and events.

**WHAT SKILLS WILL I LEARN?**
With the Bachelor of Business, you will be across the fundamentals, principles and practices of management and understand the aspects of business related to law and economics, marketing and human resource management. You will be knowledgeable about consumer behaviour, applied finance, quantitative methods, corporate responsibility, and industry engagement. You will also gain an edge and skills in strategic management, business information analysis, and project management.

**WHAT ARE THE GRADUATE OUTCOMES?**
Graduates will be able to seek employment with both national and international companies and will find opportunities in Australia and abroad as:
- Small Business owner
- Entrepreneur
- Department Manager
- Coordinator or Supervisor

**INTERNSHIP PROGRAM**
You will be required to undertake supervised industry placement, where you will complete a minimum of 200 hours – two days per week for up to three months – working as an intern within a relevant organisation and industry. The placement is an invaluable opportunity to consolidate and hone your skills within a work environment, allowing you to gain valuable practical experience in your field.

**EXIT QUALIFICATIONS**
Students who complete the 100 level units in this course may be eligible to exit this qualification with a Diploma of Business (HE).

Students who complete the 100 and 200 level units in this course may be eligible to exit this qualification with an Advanced Diploma of Business (HE).
### COURSE STRUCTURE:

<table>
<thead>
<tr>
<th>CORE SUBJECTS</th>
<th>LEVEL 100</th>
<th>LEVEL 200</th>
<th>LEVEL 300</th>
</tr>
</thead>
<tbody>
<tr>
<td>CORE SUBJECTS</td>
<td>MGT101- Management Principles and Practices</td>
<td>ACC201- Introduction to Applied Finance</td>
<td>MGT301- Corporate Social Responsibility</td>
</tr>
<tr>
<td></td>
<td>ACC101- Fundamentals of Management Accounting and Business Finance</td>
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<tr>
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<td>ECO101- Economics in a Business Environment</td>
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<td>IND301- Industry Placement</td>
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<td></td>
<td>MKT101- Understanding Marketing</td>
<td>MGT201- Human Resources Management</td>
<td>MGT303- Business Information Analysis</td>
</tr>
<tr>
<td></td>
<td>MKT102- Introduction to Consumer Behaviour</td>
<td>MKT202- Project Management</td>
<td>Three Level 300 Approved Electives*</td>
</tr>
<tr>
<td></td>
<td>Three Level 100 Approved Electives*</td>
<td>Three Level 200 Approved Electives*</td>
<td>Note: 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.</td>
</tr>
</tbody>
</table>
BACHELOR OF BUSINESS (MARKETING)

HIGHER EDUCATION (HE) COURSE

Learn how to engage and influence your most valuable customers, develop brand loyalty and execute strategic marketing campaigns.

Discover the role of marketing in the success of contemporary organisations and examine the industry’s trends, responsibilities, needs and opportunities.

WHAT IS MARKETING?
Marketing is all about developing a product or service designed to win the hearts and minds of people. Marketing is complex and embraces products, sales, public relations, services, pricing, packaging, advertising, promotion and distribution to customers. Marketers need to understand the needs and wants of their customers and craft powerful messages to reach this audience in the right place at the right time.

WHAT ARE THE GRADUATE OUTCOMES?
Graduates of the Bachelor of Business (Marketing) could find themselves in any of the following roles:
» Marketing Coordinator
» Assistant Product Manager
» Assistant Channel Manager
» Junior Brand Manager
» Sponsorship Coordinator
» Marketing Research Assistant
» Media Planner

INTERNESHIP PROGRAM
The degree requires students to undertake supervised industry placement, where you will complete 200 hours – two days per week for up to three months – working as an intern within a relevant organisation and industry. The placement is an invaluable opportunity to consolidate and hone your skills within a work environment, allowing you to gain an edge in your field.

EXIT QUALIFICATIONS
Students who complete the 100 level units in this course may be eligible to exit this qualification with a Diploma of Business (HE).

Students who complete the 100 and 200 level units in this course may be eligible to exit this qualification with an Advanced Diploma of Business (Marketing)(HE).
## COURSE STRUCTURE:

### CORE SUBJECTS

**Level 100**

- **MGT101**: 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**

- **ACC201**: 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-to-Business Marketing
- **MKT204**: Service Marketing

**Level 300**

- **MGT301**: Corporate Social Responsibility
- **MGT302**: Strategic Management
- **IND301**: Industry Placement
- **MKT301**: International Marketing
- **MKT302**: Digital Marketing

**Two Level 300 Approved Electives**

### ELECTIVE SUBJECTS

**Level 300**

- **MGT305**: Small Business Management
- **MGT306**: Learning and Development
Prepare to engage, communicate and influence by developing the skills that bring together communication strategies and current technologies to maximise messages to target audiences.

WHAT IS PUBLIC RELATIONS (PR)?
Public Relations is the way a company or person communicates with their audience, which may include consumers, media, government, or their own staff. PR enhances and maintains an image by using positive news stories, and oversees damage control in the event of bad publicity. Practitioners analyse, predict, counsel and implement strategies and take part in media briefings, media releases, publicity events, and sponsorships.

WHAT SKILLS WILL I LEARN?
Throughout this degree, you will gain knowledge in strategic management fundamentals, relationship management and crisis management. Graduates will be across economics and law in business as well as having a good understanding of marketing, public relations and advertising. You will become familiar with ethics, consumer behaviour, corporate responsibility and communications, and obtain excellent skills in public relations strategy, writing, international PR, brand building and audience research.

WHAT ARE THE GRADUATE OUTCOMES?
Graduates will have the knowledge and skills to work in the following roles:
» Publicity or Public Affairs Officer
» PR Assistant Manager
» PR and Communications Officer/Manager
» Senior Manager
» General Management roles

INTERNSHIP PROGRAM
You will be required to undertake supervised industry placement, where you will complete 200 hours – two days per week for up to three months – working as an intern within a relevant organisation and industry. The placement is an invaluable opportunity to consolidate and hone your skills within a work environment, allowing you to gain an edge in your field.

EXIT QUALIFICATIONS
Students who complete the 100 level units in this course may be eligible to exit this qualification with a Diploma of Business (HE).

Students who complete the 100 and 200 level units in this course may be eligible to exit this qualification with an Advanced Diploma of Business (Public Relations)(HE).
### COURSE STRUCTURE:

#### CORE SUBJECTS

<table>
<thead>
<tr>
<th>Level 100</th>
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</tr>
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<tbody>
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</tr>
<tr>
<td>MKT101 - Understanding Marketing</td>
<td>IND201 - Industry Engagement</td>
<td>PRN301 - International Public Relations</td>
</tr>
<tr>
<td>ADV101 - Understanding Advertising</td>
<td>ADV201 - Brand Building</td>
<td>PRN302 - Advanced Public Relations Writing</td>
</tr>
<tr>
<td>PRN101 - Understanding Public Relations</td>
<td>MKT201 - Marketing and Audience Research</td>
<td></td>
</tr>
<tr>
<td>MKT102 - Introduction to Consumer Behaviour</td>
<td>PRN201 - Public Relations Strategy</td>
<td>Two level 300 approved electives</td>
</tr>
<tr>
<td>MKT103 - Marketing Communications</td>
<td>PRN202 - Introduction to Public Relations Writing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PRN203 - Issues Management</td>
<td></td>
</tr>
</tbody>
</table>

#### ELECTIVE SUBJECTS

<table>
<thead>
<tr>
<th>Level 300</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT305 - Small Business Management</td>
</tr>
<tr>
<td>MGT306 - Learning and Development</td>
</tr>
<tr>
<td>MGT307 - Sales and Promotion</td>
</tr>
</tbody>
</table>
BACHELOR OF BUSINESS (EVENT MANAGEMENT)

HIGHER EDUCATION (HE) COURSE

Develop advanced event management skills and learn how to apply project management know-how and industry knowledge to stage successful events

COURSE DETAILS
CRICOS Course Code
NSW 064818F, NSW 071675M (Accelerated), QLD 070814D (Accelerated)

DURATION (INCLUDING BREAKS)
2 years full-time (Accelerated), 4 years part-time (Accelerated), Total 6 study periods comprising 1152 hours

INTAKES
February, June and September (see page 43)

DELIVERY
North Sydney, Brisbane and Online

AUSTRALIAN STUDENT DETAILS
Full-time study options
On-campus in North Sydney and Brisbane, Online and mixed mode

Part-time study options
On-campus in North Sydney and Brisbane, Online and mixed mode

FEE-HELP
Available for eligible Australian students

INTERNATIONAL STUDENT DETAILS
Full-time study options
On-campus in North Sydney and Brisbane

WHAT IS EVENT MANAGEMENT?
Event Management is an exciting industry, which involves careful and precise project management to create a memorable event. Event managers are responsible for the success of an event from its inception through to execution. They draw on creative and organisational skills to identify target audiences, generate concepts, plan logistics and costs, as well as displaying excellent communication and people skills to negotiate the desires of all concerned.

WHAT SKILLS WILL I LEARN?
You will cover management principles and practices as well as management fundamentals with regard to accounting and business finance. You will understand areas of marketing and acquire knowledge in event policy, strategy, logistics and risk; applied finance; business law; quantitative methods; and also hospitality, tourism and events. Graduates will gain relevant industry skills in project, strategic and event management and obtain knowledge and know-how in industry practices, commercial modeling for events, engagement, business analysis, and corporate responsibility. The degree enables students to choose elective units in hospitality, tourism, marketing, public relations and advertising.

WHAT ARE THE GRADUATE OUTCOMES?
After completing the degree, students will be capable of fulfilling any of the following roles:
» Event Manager / Executive
» Event Director
» Event Project Manager
» Sales Manager
» Event Executive

INTERNSHIP PROGRAM
You will be required to undertake supervised industry placement, where you will complete a minimum of 200 hours – two days per week for up to three months – working as an intern within a relevant organisation and industry. This is an invaluable opportunity to consolidate and hone your skills within a work environment, allowing you to gain an edge in your field.

EXIT QUALIFICATIONS
Students who complete the 100 level units in this course may be eligible to exit this qualification with a Diploma of Business (HE).

Students who complete the 100 and 200 level units in this course may be eligible to exit this qualification with an Advanced Diploma of Business (Event Management) (HE).
## Course Structure:

### Core Subjects

**Level 100**
- **MGT101**: Management Principles and Practices
- **ACC101**: Fundamentals of Management Accounting and Business Finance
- **ECO101**: Economics in a Business Environment
- **MKT101**: Understanding Marketing
- **PRN101**: Understanding Public Relations
- **MKT102**: Introduction to Hospitality, Tourism and Events
- **IND101**: Industry Practices

**Level 200**
- **ACC201**: Introduction to Applied Finance
- **STAT201**: Introduction to Quantitative Methods
- **LAW201**: Introduction to Business Law
- **IND201**: Industry Engagement
- **MGT201**: Human Resource Management
- **MGT202**: Project Management
- **EVT201**: Event Management
- **EVT202**: Creative Thinking and Innovation

**Level 300**
- **MGT301**: Corporate Social Responsibility
- **MGT302**: Strategic Management
- **IND301**: Industry Placement
- **MGT303**: Business Information Analysis
- **EVT301**: Events Policy and Strategy
- **EVT302**: Event Logistics and Risk
- **EVT303**: Commercial Modelling for Events

### Elective Subjects

**Level 200**
- **HOS203**: Resort and Spa Management
- **HOS203**: Entertainment and Leisure Management
- **HOS205**: Gastronomy

*Note: Elective subject selections made at the 200 level should take into account the prerequisites of electives at 200 and 300 levels. Please contact a Course and Careers Advisor for more information.*
STUDY AN MBA ONLINE WITH EDINBURGH BUSINESS SCHOOL

Master of Business Administration (MBA)

COURSE DETAILS
CONFERRED BY
EDINBURGH BUSINESS SCHOOL

HIGHER EDUCATION PROVIDER CODE
NSW5042

DURATION (INCLUDING BREAKS)
Flexible

INTAKES
Flexible start dates (no fixed study periods)

DELIVERY
Online study only

AUSTRALIAN STUDENT DETAILS
Study options
Flexible

INTERNATIONAL STUDENTS DETAILS
Study options
Flexible

STRATEGIC PARTNERSHIPS
APM 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.

GET INTERNATIONAL QUALIFICATIONS
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 lecturers 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 attain the Graduate Diploma in Business Administration.

ENTRY POINT INTO SENIOR LEVEL ROLES
Graduating with an MBA says to the world you really mean business. This MBA 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.

MBA SUBJECTS
Core subjects
» Accounting
» 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
» 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

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

GENERAL INFORMATION

HOW DO I APPLY?
Please complete the application form and send it to us along with certified/verified or original 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 Adviser to make sure the chosen course is a right match for your career ambitions by calling 1300 880 610.

ENTRY REQUIREMENTS

Higher Education
School leavers require a minimum ATAR of 63.40 or equivalent. Other prospective students can also apply and will be individually assessed. Contact a Course and Careers Adviser for more information by calling 1300 880 610.

Vocational Education
Entry into Vocational Education courses is dependent on satisfactory completion of School Certificate Year 10 or equivalent and applicants must be at least 17 years of age or mature age (aged 21 or above). Entry is not based on ATAR.

Course credits
Previous recognition of related academic achievements and 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 and Vocational study options.

Higher Education and Vocational Intakes

Trimester 1
Commencing 11/02/2013 and ending 3/5/2013

Trimester 2
Commencing 3/6/2013 and ending 23/8/2013

Trimester 3
Commencing 23/9/2013 and ending 13/12/2013

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 Adviser 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.

International students
If none of the Australian student criteria above applies to you, then you are considered an international student. Please see page 44 for more information.

Contact our Course and Careers Advisers on 1300 880 610 to book a campus tour today.
FOR AUSTRALIAN STUDENTS

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 Vocational Education qualifications.

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 (Public Relations)
» Bachelor of Business (Event Management)
» Advanced Diploma of Business
» Advanced Diploma of Business (Marketing)
» Advanced Diploma of Business (Public Relations)
» Advanced Diploma of Business (Event Management)
» Diploma of Business

To find out more about FEE-HELP, call us on 1300 880 610 or visit www.think.edu.au/fee-help.

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:
» BSB5107 Diploma of Management
» BSB51207 Diploma of Marketing


SCHOLARSHIP PROGRAM
Each year we award a select number of scholarships to high achieving Australian students. For 2013 we will be offering:
» One full-fee scholarship for the APM course of your choice; and
» Two half-fee scholarships for the APM course of your choice.

These are merit-based scholarships and the selection process is rigorous. For more information, please call us on 1300 861 237 or visit www.apm.edu.au

FOR INTERNATIONAL STUDENTS

INTERNATIONAL STUDENTS UNDER 18
APM accepts applications from qualified applicants under 18 years old. International 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 or Brisbane is relatively affordable when you compare them to European or Asian cities.

We recommend that you set aside $350 – $400 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/international

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

Homestay accommodation – Sydney & Brisbane
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/international

Apartment living
Many students share apartments or live on their own. It is recommended that students plan to arrive earlier in order to visit apartments and meet potential flatmates before committing to a residence over the Internet. 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.unilodges.com.au
www.glenferrienlodges.com
www.salonlodges.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 http://www.think.edu.au/about-think/think-quality/our-policies. APM Higher Education qualifications in business have a minimum IELTS requirement of 6.0 (academic) overall with a minimum of 5.5 in each band. APM Vocational qualifications have a minimum IELTS requirement of 5.5 (academic) overall with a minimum of 5.0 in each band.

QUALITY AND AUSTRALIAN REGULATIONS
Before choosing to study with APM, international students should be familiar with the Education Services for Overseas Students (ESOS) framework. A simple explanation of the framework is the Easy Guide to ESOS available online at: https://aei.gov.au/Regulatory-Information/Pages/Information-for-Students.aspx.

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.
EXPERIENCE APM
STUDENT LIFE ON CAMPUS!

APM INFORMATION EVENINGS
The APM Information Evening is a great way to learn more about the college; find out what studying at APM will be like and discover how APM prepares you for success.

Information Evenings are suitable for those of you who cannot attend our Open Days throughout the year. They offer a great opportunity to meet with our academic team and Careers and Industry Consultant over a couple of drinks and canapés to discuss your career options.

Explore the Fortitude Valley or North Sydney campuses and facilities for yourself, find out more about our Scholarship Programs, and talk to current students and alumni about their APM experience!

APM ALIVE!
DAY IN THE LIFE WORKSHOPS
Bring your career aspirations to life in the exciting fields of Business, Marketing, Event Management and Public Relations.

Visit the APM Sydney or Brisbane campuses to meet industry professionals and experience what it is like to be successful in Business, Marketing, Event Management and Public Relations. Work on real-life industry case studies and take a secret behind-the-scenes venue tour to discover the many vibrant facets of this industry.

A TYPICAL APM ALIVE! DAY IN THE LIFE WORKSHOP INCLUDES:
» Official Welcome and campus tours
» Leadership and management style exercises
» Secret offsite venue visits to meet with industry in large scale event and business venues
» Work on LIVE Case Studies within PR and Marketing
» Pitch your presentation skills and learn the best marketing angles along the way!

APM IGNITE INDUSTRY SCHOLARSHIP PROGRAM
Each year APM seeks Australia’s most business savvy students to be awarded the industry scholarship of a lifetime! Do you think you have what it takes to be successful in the fields of marketing, event management, public relations or business?

What’s involved? All applicants are required to prepare and present an ‘industry brief’ within their area of interest, be it Marketing, Event Management, Public Relations or Business. You are encouraged to be as creative as you like.

Applicants are invited to present their Industry Brief during a one day workshop held at the APM campus. So what are you waiting for?

Get creative – this is your chance to market yourself!

Please note: the APM Scholarship program is only open to Australian citizens and permanent residents.

Visit our events page on www.apm.edu.au for more information
Aspire to a rewarding career and follow the steps of our successful graduates. Discover a world of diverse careers available to you from business owner to brand manager and product developer to change analyst.
“As an athlete I really wanted something that met my interests and the Diploma of Business, focusing on sport, gave me the grounding I needed to move forward in my career. At APM I was given the flexibility to be able to still compete at the highest level and get an education to match. I also really liked the friendly and approachable lecturers. I now work at Westpac Banking Group as a Change Analyst. As part of my role I help identify and implement new processes and initiatives into the bank’s customer contact centres. My job has a lot of variety of my role and I get to work with a lot of different people around the business. I also competed at the 2012 London Paralympic Games which was my third Paralympic Games. Swimming the second leg of the in the Australian men’s 4x100m freestyle relay team, I helped the team in winning gold and setting a new Paralympic record in the process.”
The practical experience has been extremely valuable in getting me where I am today.

I chose to complete my studies at APM due to the fast-tracked nature of the trimester format, as well as the focus on preparing graduates to be industry-ready at graduation. The small lecture sizes helped me to forge relationships with both my fellow students and my lecturers.

The practical experience has been extremely valuable in getting me where I am today. I attended my work experience as a Marketing Intern at media agency Mindshare. This opportunity gave me valuable insight into which direction to take my career. Brand marketing is where I had always wanted to end up.

I am now working as an Assistant Brand Manager at Johnson and Johnson Pacific where I work closely with the Senior Brand Manager and get to be involved in top-line strategic thinking and planning and task-specific analysis.
I signed up to study at APM because I was looking for a quality education without the fuss. I completed the Advanced Diploma of Marketing at the APM Brisbane campus in 2010. During my studies I made valuable friendships with two fellow APM students, and together we set up a Queensland-based marketing and communications company Davinway which now boasts three offices and diverse a series of global clients. I've now launched my second company, The Inspired, a business analysis company and entrepreneurial platform for developing new business and investments. What I like the most about what I do is that I get to help other businesses grow and develop. It is like starting a new business every week.

Queensland Variety Bash that took me to Alice Springs to inner workings of music festivals and Australian Politics - all of them 100% awesome!

When people ask me about entering the big world of marketing I tell them do what you love, with passion and diligence and the money will come. If you're going to study with APM clear your calendar, because you are going to have a lot of great experiences presented to you and it would be a shame to miss out.
“After completing school at the Australian International Performing Arts High School I applied for a Diploma of Marketing at APM with a view to get into the world of event management. The course provided such a strong foundation for all aspects of business and allowed me to get a great job before I had even finished it.

Due to the flexibility of APM’s online options I could work four days a week while commencing my studies online. Having lecturers who were industry professionals also meant that I learnt all the relevant things in a friendly one-on-one environment. My favourite part of the APM experience was the great family atmosphere due to the small class sizes. Being with the same people for all my subjects, we came to know each other really well and very fast—which is a great support network for both life and assignments.

Thanks to my excellent training at APM College, and a little networking, I am now working as an Account Executive at a leading marketing and fundraising consultancy group. I have six clients that I take care of with needs ranging from direct mail project management to complete rebrands.

I have learned that if someone gives you an opportunity, no matter how insignificant it may seem, say yes! Even long, unpaid hours of volunteer work are infinitely valuable to your future career and character development.

My own plans now are to start my own charity to help homeless people back into jobs and society. I currently work with a lot of charities helping them to fundraise and I am studying another business course so I will be better equipped to run the charity.”
ANNA PEARSON -  MARKETING GRADUATE

"I've known from a relatively young age that I wanted to be in the fashion industry, however it wasn't until I left university that I became interested in product development. As I spent more time in the workforce I became exposed to the more commercial elements of fashion design and the 'business side' of the industry. I began to love the more commercial, market oriented design process and this led me towards APM in order to further my skills.

I was looking for a course that was reputable as well as relevant and interesting – and most importantly useful to my job.

I worked throughout my studies at HCC, and have remained there since graduating from APM. I am a product developer in childrens wear, which entails working with buyers from Australian retailers to develop products that range from clothing to Manchester and toys. It is a fast paced, challenging work environment, which involves attention to detail and a consumer-focused perspective. I have found that my Diploma in Marketing from APM has helped me in my current role and allowed me to conduct my job in a more informed manner.

APM stood out to me as it was an educational institute that wasn't just interested in giving you a piece of paper-they wanted to ensure their students were equipped for a variety of roles within the industry through hands-on, interactive education. The College delivered beyond my expectations as I thought the course would simply boost my current knowledge, however it allowed me to re-examine what I do from a more analytical, market-orientated perspective.

I am on my way to achieving my goal of becoming a senior manager in the online retail sector. APM has helped push me in the right direction through an education that has given me a huge competitive advantage in my industry."

APM has given me a huge competitive advantage in my industry.
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 Australian Skills Quality Authority (ASQA). Currently Think: Colleges delivers Higher Education courses in Queensland through mutual recognition by DET and delivers in Victoria through mutual recognition by VRQA. 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. ASQA is the only national accreditation authority for the State of New South Wales authorised via the National Vocational Education and Training Act (2011) and related legislation to accredit private providers of vocational education and training.

Qualifications for overseas students are awarded by Think: Colleges Pty Ltd (RTO No 0269, CRICOS Provider Code NSW 00246M, QLD 03107J, VIC 03252M).

All degrees and diplomas issued by the College are recognised within the Australian Qualifications Framework. Currently the College is subject to periodic audits by the Tertiary Education Quality and Standards Agency (TEQSA).
PLEASE CONTACT OUR COURSE AND CAREERS ADVISERS ON 1300 880 610 IF YOU REQUIRE ANY MORE INFORMATION OR WOULD LIKE TO BOOK A CAMPUS TOUR.

APM COLLEGE OF BUSINESS AND COMMUNICATION

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Fax: +61 2 9957 1811

BRISBANE CAMPUS
10 Costin Street
Fortitude Valley QLD 4006 Australia
Phone (Australia): 1300 880 610
Phone (overseas): +61 7 3270 1000
Fax: +61 7 3270 1001

enquiries@apm.edu.au
www.apm.edu.au

Find us on Facebook
Watch us on Youtube

Think: Colleges Pty Ltd, ABN 93 050 049 299 trading as APM College of Business and Communication
RTO No. 0269, CRICOS Provider Code: 00246M,
HEP No. NSW5028.

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