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 2014**

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APM has been providing students with the perfect platform to launch their business, marketing and management careers for over 25 years.

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 the Australian 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 national standards.

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 overseas students studying in Australia. Overseas students who are studying in Australia may only study 25% 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)
PhD, B.Sc. (Hons) (Melb)

Winthrop Professor Mark Israel
DPhil (Oxford), MA Phil (Cambridge), MEdStud, GradCertTertEd (Flin)
Winthrop Professor of Law and Criminology, UWA

Professor Suzan Burton
PhD, MBA (UNSW), BAppSc, CCHS, BA (UNE) Professor of Marketing, UWS

Associate Professor Kylie O’Brien
PhD (Medicine) (Monash) MPubHlth, BSc (Optometry) (Melb), BAAppSci (Chinese Medicine) (RMIT)
Director, Assessment and Learning, Deakin Learning Futures, Deakin University

Dr. John Mitchell
Ed.D (Deakin), MBA (CSU), MEdAdmin (Deakin), BA Hons, DipEd (Adel)
Managing Director, John Mitchell & Associates

Associate Professor Stephen Huxley
GradDipEd (Hawthorne Inst), DipArt&Des (UWE), OGLI Certs (City & Guilds)
Director of Swinburne School of Film and Television and Head of Academic Group, Digital Media Design

Mia Bronotte
Student
Advanced Diploma of Hospitality (Hotel Management), William Blue College of Hospitality Management
A SMARTER LEARNING ALTERNATIVE

Having won the award for Higher Education Provider of the Year (Australian Council for Private Education and Training 2012) we are delighted to have 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.

Coralie Morrissey, Executive Dean
“APM’s lecturers collectively bring with them a wealth of industry experience, which illuminates theories and helps students to learn through practical application. All of our lecturers 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

- Master 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 five years, most recently joining APM as the Head of Academic Studies – Higher Education.

Anthony Mitri
Head of Academic Studies
Vocational Education

- Master of Education (currently completing)
- Bachelor of Business
- 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.

Lyn Hall
Program Manager - Higher Education
Brisbane Campus

- Master of Business Administration (currently completing)
- Bachelor of Business - Communication
- Diploma of Teaching
- Certificate IV in Training and Assessment

Lyn is a highly experienced public relations, marketing and event management specialist in addition to having 10 years of teaching experience. She has been lecturing at APM in public relations and marketing since 2009. In Brisbane Lyn managed both the vocational and higher education programs before becoming Program Manager – Higher Education. During her career Lyn has held strategic management roles in public relations, public affairs, marketing and internal and external communications with global corporates such as BHP Billiton and Volvo Corporation. With a particular interest in personal and professional development, Lyn is passionate about helping students realise their inner power to move into rewarding careers.

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 - Sydney Campus

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.

Fernando Pimentel
Program Manager, Marketing - Higher Education

Fernando is an experienced marketer who worked in the areas of Marketing, Trade Marketing and Sales and Distribution of global blue-chip organisations like Philip Morris International and Bunge Food & Ingredients. At APM, Fernando has been lecturing a diverse range of subjects, both in face-to-face and online formats, including Introduction to Consumer Behaviour, Marketing Principles, Marketing Strategy and International Marketing. In addition to teaching, Fernando is also Program Manager for Higher Education. His role is to ensure APM has the most up-to-date and relevant suite of Marketing subjects for the Bachelor of Business program.

Chris McCutcheon
Senior Lecturer, Event Management

Chris first joined APM in 2009 and since then has taken on a leading role in the Event Management program, teaching subjects both face-to-face and online and leading the other sessional lecturers. He began his teaching career at Macleay College after he moved to Sydney from Melbourne, and has also lectured at the Australian Business Academy. Prior to lecturing, Chris had a varied career in the Events and Business industry, and has worked in IT, venue management, hotel concierge, bars and in sponsorship at not-for-profits. Chris has an array of events industry experience, and his achievements include running art gallery openings and being involved at the athletes village at the 2006 Commonwealth Games in Sydney as a Sport Information Officer, solving difficult problems and acting as a consultant. He is no stranger to academia, and is currently completing his PhD in Sport Philosophy.
9 REASONS TO STUDY AT APM

1. **Faster, fully accredited degrees and diplomas** - APM offers fully accredited and officially recognised bachelor degrees and diploma programs, developed and endorsed by educational leaders and industry experts.

2. **Small class sizes and intimate learning capabilities** - 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.

3. **Flexible study options** - Flexible delivery means you can study on-campus, online or a blend of both to suit your lifestyle needs. APM offers Diplomas and Bachelor degrees, so it doesn’t matter if you would rather study for a short course or a longer-term degree.

4. **Online learning facilities** - APM offers Online learning facilities for those with busy lives, or those who are not located in Sydney or Brisbane. APM has innovative online programs at both diploma and degree level which are highly flexible and allow for online learning when it suits you.

5. **Graduate job-ready** - Our Careers and Industry Consultant works with every student to prepare for the workforce and help pave the way for your chosen career. Students graduate with hands-on experience and valuable industry connections.

6. **Well-respected Academic Team** - APM’s lecturers and staff are all well-respected in both educational circles and in industry. All our lecturers are current or recent industry-professionals, so they can give real-world experience and examples to our students.

7. **Cutting-edge facilities and boutique campuses** - APM is a modern, inspiring place to study where students can work alongside peers from all over the world, and interact with people studying a range of specialisations across colleges. Facilities include:
   » A 200 seat state-of-the-art auditorium, used for lectures and industry speakers
   » Computer labs which are equipped with the latest computers and software
   » Research Centre and library
   » Expansive student lounge with natural light
   » Free Wi-Fi access throughout the campus
   » Lecture rooms sponsored by industry

8. **Excellent location** - APM Sydney is located in the heart of North Sydney CBD, just minutes from the train station and close to Sydney’s stunning harbour. Along with its convenient location to the city’s main transport network, North Sydney is a hub of cafés and also industry leaders. APM Brisbane is located in the hub of Fortitude Valley, running alongside the CBD fringe and close to festivals, business, leading agencies and sporting venues, and it is easily accessible by all forms of transport.

9. **Industry connections** - We are connected to a large number of industry partners and have close links with a number of businesses and corporations. Our Careers and Industry Consultant works with students to help gain work experience and industry placements, and our industry-practitioner lecturers give real-world advice to students.
CIARA MAHONEY
2010 GRADUATE
ADVERTISING AND PUBLIC RELATIONS
ACCOUNT MANAGER.
STUDYING AT APM
DESIGNED WITH 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. This applied approach to learning ensures you gain theoretical knowledge, industry-specific skills and education to enter the professional domain with confidence.

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 the APM Bachelor Degree is an invaluable experience for students, giving the chance to gain important insights and ensuring that you are 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.

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, cafés 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 are dedicated student services and academic support, both online and on campus.

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 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!

ACADEMIC LEARNING SUPPORT WITH THINK: CLASS (THE CENTRE FOR LEARNING AND ACADEMIC SKILLS SUPPORT)
As a student, there may be times when you feel overwhelmed with study or would like some help to complete an assignment. Our staff can help you to study more effectively and develop your skills in:
» Writing (essays and reports)
» Study techniques
» Research skills
» Presentation skills
» Time management
» Creating an effective study environment
» Reading and notetaking
» Exam preparation

Dedicated Learning and Academic Skills (LAS) specialists are available on-campus. 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. Our experienced team ensures that academic issues are dealt with and that students are supported in their learning. The team can also refer students to a counsellor who can offer confidential assistance to students with personal and welfare issues.

COUNSELLING
Australian and Overseas students who are living away from home for the first time may at times feel homesick or stressed with their study load. Our team of professional staff are approachable and available to give students the confidential support they need during these times.
“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 was more interactive than other learning institutions. Whilst at APM 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 was a wonderful part of my study.

I 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 was 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.

Now I have I graduated 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.”

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.
You can get your degree quickly and with more experience and connections than anywhere else. There is no messing around!

“I picked Public Relations because I like solving and managing issues, big and small: maintaining or creating a whole new image for an organisation or person really appeals to me. I came to APM because you get your degree quickly and with more experience and connections than you would anywhere else. There is no messing around! I really value hearing from lecturers that are current practicing industry professionals. They are able to provide you with real time, real world cases and theories to work on, which is a huge help when you are studying.

I study on campus, which suits my study style and lifestyle. You have someone there making sure you are coping and able to lend immediate assistance when you need it.

With the help of APM it has been a breeze finding the places I want to work in and do my placement at. We are completely backed up by the lecturers and Career and Industry Consultant and are given a lot of support. I would like to get into Artist and Issue Management, managing major Australian and International artists in respect to publicity, and experience is key to achieving this.

Through all my studies and experience so far, I have been able to apply my skills to help a few smaller start-out companies with their publicity and communications. I have been involved in putting together plans, proposals and strategies, which have achieved much success for the companies. Alongside this and my college work, I also act as an APM Prospective Student Advisor: I can talk with youths and mature age students to help them find out what they’re passionate about and hopefully instil a dream or goal in them towards the business world. I feel that you need to work hard at refining your skills and build lasting connections to get far in the 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.
I picked APM due to the exceptionally high employment rate of APM graduates, and for the large industry network the college has built over the years. From getting to know the lecturers and making connections in the industry, I have already had the opportunity to work at Mercedes Benz Fashion Festival and 30 Days of Fashion in Sydney.

“Event Management has been my passion for a long time and this course is the first step to pursuing my dreams. Events is a relatively new industry but yet very competitive, and I want to challenge myself and pursue my ultimate goal in creating happiness for people through events. I have already had the opportunity to work at Mercedes Benz Fashion Festival and 30 Days of Fashion in Sydney, where I got to meet a lot of fashion bloggers and lovers, and representatives of many brands, as well as work with the models backstage. It was such a fun and enjoyable event to be a part of.

As an overseas student I wasn’t sure how I’d fit in at APM, but I received a lot of help from my lecturers to overcome any challenges. They knew exactly how I would feel and tried their best to help me socially as well as academically. The small class size also helps me in getting to know all my classmates better, and I am now a part of the Student Representative Council (SRC), so we put on social events involving the whole student body. I like the opportunities at APM to get involved in so much of the college life.

My scholarship has been brilliant, and I’d recommend APM to every single year 12 student who wants to pursue their career in Event Management. The decision to come to APM is one of the best I’ve ever made.”

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. It also requires 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, as well as liaising, organising and communicating with clients.

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The value I received from APM’s internship has unquestionably boosted my career to date. The lecturers and the speed of course delivery were big positives for the college and my studies.

“Immediately after finishing my Diploma at APM, I secured a part-time position as an Account Manager at a digital agency in Brisbane, as a natural progression from my APM internship with the same agency. Three months later I accepted a full-time role there, which required me to strategise, execute and troubleshoot digital marketing strategies and campaigns for a diverse portfolio of local, national and international clients. Twelve months later I was promoted to Senior Account Manager.

At the beginning of 2013 I moved to Sydney to accept the role of Digital Marketing Executive at Scenic Tours, a global travel company. In this role I advise and execute digital marketing strategies at a national and international level. I’m also managing the company’s website redevelopment project. In my spare time I execute a handful of digital projects - working in digital marketing certainly keeps me busy!

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.

现代营销人员是精明的个体，具有出色的沟通技能。随着智能手机、笔记本电脑和社交媒体的迅速发展，营销人员必须全天候全地点营销。
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

Sydney’s campuses are modern, lively,
well-located and have an undeniable buzz
about them. The Northpoint campus shares
its facilities with two other THINK Education
colleges, so APM students will have plenty of
opportunities to mingle with students from
different study areas in the student lounge,
restaurant and resource centre. The Miller
Street campus is situated in the heart of the
North Sydney CBD, and gives students a real
taste of what life is like in a lively business
district.

Both Sydney campuses offer state-of-the-
art facilities and boast excellent locations in
North Sydney, just a short distance from the
famous Harbour Bridge and close to transport
links including trains, buses and ferries, and
numerous parking stations, making it an easy
area to commute to. The surrounds of the
campuses are full of bars, cafes and shops, and
there is a lively community both in the campus
and outside in the North Sydney CBD.

On-campus, the friendly staff are always
on-hand to lend advice, and the dedicated
student services team help students and solve
problems. The small class sizes create a warm
and friendly atmosphere, so that students and
lecturers both get the most out of each class.
Our lecturers take time to get to know each
student, and there is a strong camaraderie
between students and also with the staff.

The college has modern facilities including:
» Free Wi-Fi internet access
» Student lounge area
» IT labs with the latest software
» Resource Centre (library) at Northpoint
» Large Auditorium
» Student support services
» Career and Alumni services
» Think: CLASS
» Food courts and cafes nearby

APM’s industry-professional lecturers provide
real-world, current experiences, giving the
campus and classes a much more industry-
aware and focused aim. The location within a
vibrant CBD means that students are close to a
multitude of businesses and agencies, and have
a short journey into Sydney City, meaning that
there are ample work experience opportunities
on our doorstep. Industry influence is evident
in both North Sydney campuses because of
this. Being close to both North Sydney’s CBD
and Sydney’s CBD is a great advantage for our
students when it comes to working and making
connections, and being immersed in a creative
and professional setting offers excellent
internship and employment opportunities.

If you are new to Sydney, you will be welcomed
to a city boasting a stunning harbour, eclectic
culture, beautiful beaches and award-winning
restaurants. With state-of-the-art facilities and
a constant flow of students, the APM campuses
in North Sydney are definitely a friendly and
dynamic place to be!
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.

In Brisbane APM College of Business and Communication is part of the THINK Education campus, a multi-college campus also home to the Australasian College of Natural Therapies, the Australian National College of Beauty, Billy Blue College of Design and CATC Design School. This vibrant campus allows our students to interact and work on multidisciplinary projects to expand their horizons and network!

The Brisbane campus was completely refurbished in 2008 and it boasts a warm and engaging atmosphere with plenty of student breakout areas, a kitchen, Foxtel and spacious outdoor deck. Other facilities and services include:

» Resource Centre (library)
» Student support services
» Career and alumni services
» Free Wi-Fi Internet access
» Student lounge area
» Onsite café and many great restaurants nearby
» IT labs with the latest software

Access to the campus is easy via bus, train, City Cat or bicycle. The closest train station is Fortitude Valley, which is approximately a 260m walk east of the campus.

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 arm’s reach. APM Brisbane students are frequently involved in real life projects designed to assist the local community!

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.
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?**

Online and blended learning is a popular option for many students these days – especially those keen to combine study and work. At APM you can study our nationally accredited programs through our purpose designed online learning platform. You choose to study when and where you want – even if you travel regularly, have existing work commitments, or live outside of Sydney. Blended learning is also 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 the APM subjects offered online 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.

**THE LATEST TECHNOLOGY TO KEEP YOU CONNECTED**

The student focused learning platform comprises of a self-service student portal called ‘The Campfire’, in which you can access all your college administration services and the APM Learning Portal; your virtual classroom environment.

The APM Learning Portal provides a place for you to interact with your lecturer and fellow classmates through live web conferencing, discussion forums and other collaborative tools. The learning portal enables access to all your learning resources and academic support needs. Study materials are presented in a range of multimedia formats such as videos, interactive presentations and podcasts, documents are accessible in PDF format or able to be read directly on the learning portal. The learning portal is compatible with tablet and mobile devices and comes with its own app so you can study anywhere and anytime.

**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, and establish meaningful relationships with your lecturers and fellow students.

Studying online is a social experience in which many of the activities require you to participate in group work such as discussion forums, message boards, blogs and wikis (editable web pages). Your progress can be monitored with online self-review quizzes and you can receive immediate results and feedback.

**PERSONALISED SUPPORT**

Each online subject has a dedicated lecturer who guides the students’ learning experience and facilitates interactive discussion generating a community of learning. Lecturers also offer one-on-one academic support and provide personal assistance. Lecturers mark assessments online and provide feedback through the learning portal.

You will also have access to a range of support resources such as the THINK Online Library catalogue which has access to more than 70 million online articles through a range of leading databases. Academic support is also available online through Think CLASS; The Centre for Learning & Academic Skills Support.

Administrative support is provided by a dedicated team of online student support staff. This team provides an initial orientation and then ongoing proactive support for students throughout the lifecycle of their studies. Online counselling is also available to students if required.

Technical support is provided at the first level by the online student support staff and supported by a dedicated help desk staff within the Think Group IT team.

**STUDY ANYTIME, ANYWHERE**

With no set class timetable you can study when and where you want, tailoring your education to suit your lifestyle. You can choose to study full or part-time depending on your availability and needs.

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

Matthew Peade
Virtual Campus Director

» Master of Business Research (current)
» Master of Education
» Bachelor of Education Technology and Applied Studies
» Certificate IV Workplace Training

Matthew’s experience in the education industry has seen him specialise in online and blended learning within the disciplines of Business and Hospitality. Matthew holds Bachelors and Masters Degrees in Education with substantial hospitality industry experience. Combined these provide a skill set that is both analytical and research based, with a capacity and experience for practical application.

Matthew’s expertise in these areas enables him to develop and deliver innovative education and training, through creative learning design and structured curriculum.

Wendy Smollan
Program Manager, Flexible Online Learning - Vocational Education

» MBA (currently completing)
» 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 three 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.

Jack Iveson
Program Manager, Flexible Online Learning – Higher Education

» Masters Degree in Creative Writing
» Bachelor of Arts, English Literature
» Professional Chef Accreditation
» Certificate IV in Training and Assessment

Jack has been with APM for a year now in his capacity as Online Program Manager. He instituted the online Tutor Programs currently in use at APM, and has worked closely on the design and implementation of our current online programs. He has a background in small business and events, with a professional career which has brought him from the US, to Europe and South America. Here in Sydney he has worked as an events co-ordinator for Opera Point Events, collaborating on events such as the FIFA World Cup bid, and multiple New Years events at the Opera House. He has a Bachelors Degree in English Literature, and Masters in Creative Writing.

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.
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
» Industry events program
» Job Ready events
» Meet the Manager events

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.

STRONG 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, International Special Events Society Australasia.

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 a Bachelor Degree 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 520 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 workplace 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.

REAL-WORLD CLIENTS IN THE CLASSROOM
A number of subjects across the courses APM offers include real-world clients coming into the classroom to pitch briefs to the students. Real life events, problems and briefs are given to the students to work on as projects, and the clients return to the classroom later in the term for the students to present their responses back to them.

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!
CONNECTED 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:

BUSINESS CHICKS

BASKETBALL QUEENSLAND

ESTEE LAUDER

RED ARK MARKETING

INSTITUTE OF CHARTERED ACCOUNTANTS AUSTRALIA

SINGLE MARKET EVENTS

B&T

LEHMAN & ASSOCIATES

REED BUSINESS

BELGRIN

QUICKFLIX

MARKETING ELEMENTS

EXHIBITIONS & TRADE FAIRS

MARITIME AUSTRALIA LIMITED

NSW RUGBY

EVT INCENTIVE MARKETING

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.
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.

AUSTRALIAN MARKETING INSTITUTE
QUEENSLAND ACADEMY OF SPORT
INTERNATIONAL SPECIAL EVENTS SOCIETY
PUBLIC RELATIONS INSTITUTE OF AUSTRALIA
NSW INSTITUTE OF SPORT

TARRYN SILVER
2013 GRADUATE, BACHELOR OF BUSINESS (EVENT MANAGEMENT)
ADMINISTRATION ASSISTANT, AXIS EVENTS GROUP

“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, I jumped at the chance. I loved it! My role was really diverse and covered everything from administrative work to event planning and conducting research for upcoming events. Through APM I also gained work experience at the Myer Fashion Show and Sydney Festival.”
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.

**STUDY PATHWAYS**

**DESIGN YOUR STUDY PROGRAM THE WAY YOU WANT**

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 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 64.0. Please contact us on 1300 880 610 to obtain detailed admissions criteria.
STUDY PATHWAY

YEAR 1

DIPLOMA
8 SUBJECTS

BACHELOR DEGREE
ACCELERATED MODE
24 SUBJECTS

BACHELOR DEGREE
STANDARD MODE
24 SUBJECTS

DIPLOMA
Diploma of Management
Diploma of Marketing

BACHELOR DEGREE
Business
Event Management
Marketing
Public Relations
<table>
<thead>
<tr>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIPLOMA</td>
<td>BACHELOR DEGREE</td>
<td>BACHELOR DEGREE</td>
</tr>
<tr>
<td>8 SUBJECTS</td>
<td>24 SUBJECTS</td>
<td>24 SUBJECTS</td>
</tr>
</tbody>
</table>

You can articulate from the Diploma of Management or the Diploma of Marketing, into the APM Bachelor of Business, subject to course requirements and credits.

You can choose to do the Bachelor of Business in three years in standard mode, or two years in accelerated mode.
DIPLOMA OF MARKETING
BSB51207 - VOCATIONAL EDUCATION COURSE

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

COURSE DETAILS
CRICOS Course Code
CRICOS course code 078648D

DURATION (INCLUDING BREAKS)
2 study periods (of 12 weeks)
32 weeks full-time, 52 weeks part-time
Total 400 hours study

INTAKES:
February, June and September (see page 41)

DELIVERY:
North Sydney and Online

AUSTRALIAN STUDENTS:
Full-time study options
On-Campus in North Sydney and online
Part-time study options
On-Campus in North Sydney and online

VET FEE-HELP
Available for eligible Australian students

INTERNATIONAL STUDENTS:
Full-time study options
On-campus in North Sydney
Part-time study options
Not available

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 evaluate marketing opportunities
BSBＭKG515A Conduct a marketing audit
BSBＭKG507A Interpret market trends and developments
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 EMPLOYMENT OPPORTUNITIES?
» Marketing Executive
» Marketing Officer
» Assistant Product Coordinator
» Marketing Assistant
» Marketing Manager
» Product Manager
» Public Relations Manager

ENTRY REQUIREMENTS FOR AUSTRALIAN STUDENTS
» Completion of Australian High School Year 10 or equivalent and must be at least 17 years of age
» Mature age entry (aged 21 or over) with relevant work experience

ENTRY REQUIREMENTS FOR OVERSEAS STUDENTS
» Overseas students require an IELTS of 5.5 academic (minimum score of 5.0 in each band or equivalent)
» Completion of High School Year 12 or equivalent and must be at least 18 years of age
DIPLOMA OF MANAGEMENT

BSB51107 - VOCATIONAL EDUCATION COURSE

Acquire the practical knowledge and skills to manage and motivate a team of employees, oversee successful projects, and provide effective leadership across an organisation.

COURSE DETAILS
DURATION (INCLUDING BREAKS)
2 study periods (of 12 weeks)
32 weeks full-time, 52 weeks part-time
Total 400 hours study

INTAKES:
February, June and September (see page 41)

DELIVERY:
Online study only

AUSTRALIAN STUDENTS:
Full-time study options
Online only
Part-time study options
Online only

VET FEE-HELP
Available for eligible Australian students

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

| BSBMGT515A | Manage operational plans |
| BSBRSK501B | Manage Risk |
| BSBFIM501A | Manage Budgets and Financial Plans |
| BSBCUS501C | Manage Quality Customer Service |
| BSBWOR502B | Ensure Team Effectiveness |
| BSBPMG522A | Undertake project work |
| BSBHRM405A | Support the recruitment, selection and induction of staff |
| BSBMGT605B | Provide leadership across the organisation |

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 EMPLOYMENT OPPORTUNITIES?
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
» Manager

ENTRY REQUIREMENTS FOR AUSTRALIAN STUDENTS
» Completion of Australian High School Year 10 or equivalent and must be at least 17 years of age
» Mature age entry (aged 21 or over) with relevant work experience
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 ARE THE GRADUATE EMPLOYMENT OPPORTUNITIES?**
Graduates will be able to seek employment with both national and international companies and will find opportunities in Australia and abroad as:
- Operations Manager
- Assistant Manager
- Coordinator or Supervisor
- Human Resource Manager
- Small Business owner
- Entrepreneur

**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.

**INTERNSHIP PROGRAM**
You will be required to undertake supervised industry placement, where you will complete a minimum of 520 hours 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.

Students who complete the 100 and 200 level units in this course may be eligible to exit this qualification with an Associate Degree of Business (HE).

**ENTRY REQUIREMENTS FOR AUSTRALIAN STUDENTS**
- A minimum ATAR of 64.0/ UAI of 60.0 or equivalent
- 18 years of age or over
- Mature age entry (aged 21 year and over) with relevant work experience

**ENTRY REQUIREMENTS FOR OVERSEAS STUDENTS**
- Satisfactorily completed Senior High School Certificate Year 12 or equivalent
- IELTS overall score of 6.0 Academic (minimum score of 5.5 in each band) or equivalent proof of English
- 18 years of age or over
- Eligible for a student visa
# COURSE STRUCTURE:

## CORE SUBJECTS

<table>
<thead>
<tr>
<th>Level 100</th>
<th>Level 200</th>
<th>Level 300</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MGT101A</strong></td>
<td><strong>MGT201A</strong></td>
<td><strong>MGT301A</strong></td>
</tr>
<tr>
<td>Managing in a Global Environment</td>
<td>Project Management</td>
<td>Ethics and Sustainability</td>
</tr>
<tr>
<td><strong>HRM101A</strong></td>
<td><strong>ECO201A</strong></td>
<td><strong>MGT302A</strong></td>
</tr>
<tr>
<td>Introduction to HR Management and Leadership</td>
<td>Economics</td>
<td>Strategic Management</td>
</tr>
<tr>
<td><strong>RAS101A</strong></td>
<td><strong>LAW201A</strong></td>
<td><strong>MGT303A</strong></td>
</tr>
<tr>
<td>Research and Academic Skills</td>
<td>Business and Law</td>
<td>Business Information Analysis</td>
</tr>
<tr>
<td><strong>MKT101A</strong></td>
<td><strong>STAT201A</strong></td>
<td><strong>IND301A</strong></td>
</tr>
<tr>
<td>Marketing Fundamentals</td>
<td>Research and Enquiry for Managers</td>
<td>Industry Consulting Project</td>
</tr>
<tr>
<td><strong>ACC101A</strong></td>
<td></td>
<td><strong>Four Level 300 Approved Electives</strong></td>
</tr>
<tr>
<td>Introduction to Business Accounting</td>
<td></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.</td>
</tr>
</tbody>
</table>

* Three Level 100 Approved Electives*

* Exit Qualification: You can choose to exit the course here with a Diploma of Business.*

* Four Level 200 Approved Electives*

* Exit Qualification: You can choose to exit the course here with an Associate Degree of Business.*

* Choose from a number of business specific electives enabling you to tailor your qualification to your specific interests.*

Please contact a Course and Careers Adviser for more information.
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?
In today’s competitive and fast-paced business world, having a compelling and unique point of difference is critical to creating value for organisations and its stakeholders. Understanding the mindset and motivations of consumers and designing market offerings that meet their needs is at the core of all marketing activity.

At APM College of Business and Communication we are mad about Marketing. Our marketing lecturers are industry experts who have been there and done it. They bring their expertise into the classroom and provide students with a constructive learning environment. They share their successes and lessons with great passion in lectures and tutorials that are designed to get you on the right track.

WHAT SKILLS WILL I LEARN?
Marketing is a broad field that offers students many different areas of study ranging from advertising to marketing research. Some of the core skills future marketers will develop include:

- Problem-solving
- Creativity
- Communication skills
- Leadership & team work
- Understanding of traditional and digital channels
- Able to develop brand loyalty
- Able to execute strategic marketing campaigns

WHAT ARE THE GRADUATE EMPLOYMENT OPPORTUNITIES?
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
- Industry Communications Manager
- Sales Manager

INTERNSHIP PROGRAM
The degree requires students to undertake supervised industry placement, where you will complete 520 hours 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.

Students who complete the 100 and 200 level units in this course may be eligible to exit this qualification with an Associate Degree of Business (Marketing).

ENTRY REQUIREMENTS FOR AUSTRALIAN STUDENTS

- A minimum ATAR of 64.0/
  UAI of 60.0 or equivalent
- 18 years of age or over
- Mature age entry (aged 21 year and over) with relevant work experience

ENTRY REQUIREMENTS FOR OVERSEAS STUDENTS

- Satisfactorily completed Senior High School Certificate Year 12 or equivalent
- IELTS overall score of 6.0 Academic (minimum score of 5.5 in each band) or equivalent proof of English
- 18 years of age or over
- Eligible for a student visa
# COURSE STRUCTURE:

## CORE SUBJECTS

**Level 100**

- **MGT101A**
  Managing in a Global Environment
- **HRM101A**
  Introduction to HR Management and Leadership
- **RAS101A**
  Research and Academic Skills
- **MKT101A**
  Marketing Fundamentals
- **ACC101A**
  Introduction to Business Accounting

**Level 200**

- **MGT201A**
  Project Management
- **ECO201A**
  Economics
- **LAW201A**
  Business and Law
- **STAT201A**
  Research and Enquiry for Managers
- **MKT201A**
  Consumer Behaviour
- **MKT202A**
  Marketing and Audience Research
- **MKT203A**
  Services Marketing

**Level 300**

- **MGT301A**
  Ethics and Sustainability
- **MGT302A**
  Strategic Management
- **MGT303A**
  Business Information Analysis
- **IND301A**
  Industry Consulting Project
- **MKT301A**
  Marketing Strategy
- **MKT302A**
  Digital Marketing

**Two Level 300 Approved Electives**

*Choose from a number of business specific electives enabling you to tailor your qualification to your specific interests.*

*Please contact a Course and Careers Adviser for more information.*

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**Exit Qualification:** You can choose to exit the course here with a Diploma of Business (Marketing).
BACHELOR OF BUSINESS
(PUBLIC RELATIONS)
HIGHER EDUCATION (HE) COURSE

Prepare to engage, communicate and influence by developing the skills that bring together communication strategies and current technologies to maximise messages to target audiences.

COURSE DETAILS
CRICOS Course Code
CRICOS approved
CRICOS course code pending

DURATION (INCLUDING BREAKS)
2-3 years full-time
4-6 years part-time
Total 6 study periods

INTAKES
February, June and September (see page 41)

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 PUBLIC RELATIONS (PR)?
A career in public relations offers amazing opportunities to influence the reputations of organisations or individuals by generating and shaping the publicity generated through media and social media channels.

Public relations jobs span all sectors including corporate firms, government departments, the entertainment and sports industries and even political and social campaigns. A degree in public relations will deliver many opportunities and give you the skills to work with a large organisation, boutique firm or even set up your own agency.

WHAT SKILLS WILL I LEARN?
Public relations managers and specialists are excellent at cultivating relationships with the media and are always abreast of what is current and newsworthy. They are good at analysing and disseminating information and able to identify interesting angles that hook in with their clients’ objectives.

Core skills include:
» Strong communications
» Excellent writing skills
» Creative thinking
» Ability to network and connect
» Analytical and good problem solving
» Solid organisation skills

WHAT ARE THE GRADUATE EMPLOYMENT OPPORTUNITIES?
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
» General Management roles

INTERNSHIP PROGRAM
You will be required to undertake supervised industry placement, where you will complete 520 hours 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.

Students who complete the 100 and 200 level units in this course may be eligible to exit this qualification with an Associate Degree of Business (Public Relations).

ENTRY REQUIREMENTS FOR AUSTRALIAN STUDENTS
» A minimum ATAR of 64.0/ UAI of 60.0 or equivalent
» 18 years of age or over
» Mature age entry (aged 21 year and over) with relevant work experience

ENTRY REQUIREMENTS FOR OVERSEAS STUDENTS
» Satisfactorily completed Senior High School Certificate Year 12 or equivalent
» IELTS overall score of 6.0 Academic (minimum score of 5.5 in each band) or equivalent proof of English
» 18 years of age or over
» Eligible for a student visa
## COURSE STRUCTURE:

### CORE SUBJECTS

<table>
<thead>
<tr>
<th>Level 100</th>
<th>Level 200</th>
<th>Level 300</th>
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<tbody>
<tr>
<td><strong>MGT101A</strong></td>
<td><strong>MGT201A</strong></td>
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<tr>
<td>Managing in a Global Environment</td>
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<td><strong>MGT302A</strong></td>
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<tr>
<td>Introduction to HR Management and Leadership</td>
<td>Economics</td>
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<td><strong>RAS101A</strong></td>
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<tr>
<td>Research and Academic Skills</td>
<td>Business and Law</td>
<td>Business Information Analysis</td>
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<tr>
<td><strong>MKT101A</strong></td>
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</tr>
<tr>
<td>Marketing Fundamentals</td>
<td>Research and Enquiry for Managers</td>
<td>Industry Consulting Project</td>
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<tr>
<td><strong>ACC101A</strong></td>
<td><strong>PRN201A</strong></td>
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</tr>
<tr>
<td>Introduction to Business Accounting</td>
<td>Public Relations Strategy</td>
<td>Professional Public Relations Practice</td>
</tr>
<tr>
<td><strong>MKT103A</strong></td>
<td><strong>PRN202A</strong></td>
<td><strong>PRN302A</strong></td>
</tr>
<tr>
<td>Integrated Marketing Communications</td>
<td>Stakeholder Relationship Management</td>
<td>Emerging Media Strategy</td>
</tr>
<tr>
<td><strong>PRN101A</strong></td>
<td><strong>PRN203A</strong></td>
<td>Two level 300 approved electives*</td>
</tr>
<tr>
<td>Understanding Public Relations</td>
<td>Issues and Crisis Management</td>
<td>* Choose from a number of business specific electives enabling you to tailor your qualification to your specific interests.</td>
</tr>
<tr>
<td><strong>PRN102A</strong></td>
<td></td>
<td>Please contact a Course and Careers Adviser for more information.</td>
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</tbody>
</table>

* Exit Qualification: You can choose to exit the course here with a Diploma of Business (Public Relations).
Develop advanced event management skills and learn how to apply project management know-how and industry knowledge to stage successful events.

**WHAT IS EVENT MANAGEMENT?**
A career in event management is never dull! Event managers are responsible for the design, organisation and coordination of conventions, festivals, conferences, corporate meetings, exhibitions, weddings, product launches and any occasion that requires someone in complete control to make the event a success. An event management qualification will give you the opportunity to develop your skills and work on exciting large-scale projects where you work with a team to pull the creative vision together.

**WHAT SKILLS WILL I LEARN?**
Event managers are creative people who like to run the show using their brilliant multi-tasking skills and personable nature. You will learn how to bring ideas to life and may spend time coming up with creative themes and formats, and liaising, organising and communicating with clients.

Core skills include:
- Strong communication
- Creative visionary
- Highly organised and meticulous about attention to detail
- Big thinking and ability to visualise concepts
- Good at motivating and dealing with all personality types

**INTERN  SPACE PROGRAM**
You will be required to undertake supervised industry placement, where you will complete a minimum of 520 hours 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.

Students who complete the 100 and 200 level units in this course may be eligible to exit this qualification with an Associate Degree of Business (Event Management).

**ENTRY REQUIREMENTS FOR AUSTRALIAN STUDENTS**
- A minimum ATAR of 64.0/ UAI of 60.0 or equivalent
- 18 years of age or over
- Mature age entry (aged 21 year and over) with relevant work experience

**ENTRY REQUIREMENTS FOR OVERSEAS STUDENTS**
- Satisfactorily completed Senior High School Certificate Year 12 or equivalent
- IELTS overall score of 6.0 Academic (minimum score of 5.5 in each band) or equivalent proof of English
- 18 years of age or over
- Eligible for a student visa
COURSE STRUCTURE:

CORE SUBJECTS

Level 100

MGT101A  Managing in a Global Environment
HRM101A  Introduction to HR Management and Leadership
RAS101A  Research and Academic Skills
MKT101A  Marketing Fundamentals
ACC101A  Introduction to Business Accounting
HET101A  Introduction to the Visitor Economy

Level 200

MGT201A  Project Management
ECO201A  Economics
LAW201A  Business and Law
STAT201A  Research and Enquiry for Managers
EVT201A  Event Management and Operations
EVT202A  Creative Thinking and Innovation
EVT203A  Event Policy and Strategy

Level 300

MGT301A  Ethics and Sustainability
MGT302A  Strategic Management
MGT303A  Business Information Analysis
IND301A  Industry Consulting Project
HET301A  Risk, Crisis and Disaster Management
EVT301A  Commercial Modelling for Events

Two Level 300 Approved Electives*

* Choose from a number of business specific electives enabling you to tailor your qualification to your specific interests.

Exit Qualification: You can choose to exit the course here with a Diploma of Business (Event Management).

Exit Qualification: You can choose to exit the course here with an Associate Degree of Business (Event Management).

Please contact a Course and Careers Adviser for more information.
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 64.0 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 credit
Course credit is available in recognition of related academic achievements and informal learning through related industry experience. Certified testamurs, academic transcripts and unit outcomes are required from recognised institutions. Contact your Course and Careers Adviser 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 10/02/2014 and ending 09/05/2014
Census Date 28/02/2014

Trimester 2
Commencing 02/06/2014 and ending 29/08/2014
Census Date 20/06/2014

Trimester 3
Commencing 22/09/2014 and ending 19/12/2014
Census Date 10/10/2014

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.

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

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

APPLY ONLINE IN JUST 5 MINUTES AT
WWW.APM.EDU.AU/APPLY
IMPORTANT INFORMATION

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

To find out more about FEE-Help, call us on 1300 880 610 or visit studyassist.gov.au or 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:
» BSB51076 Diploma of Management
» BSB52076 Diploma of Marketing

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

SCHOLARSHIP PROGRAM
Each year we award a select number of scholarships to high-achieving Australian students. For 2014 we will be offering:
» One full-fee scholarship for the APM course of your choice; and
» Three 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/scholarships

FOR OVERSEAS STUDENTS

OVERSEAS STUDENTS UNDER 18
APM accepts applications from qualified applicants under 18 years of age. Overseas students under 18 years of age 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 of age 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 offers 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.unilodge.com.au
www.glenferrielodge.com
www.urbanest.com.au
www.wakeup.com.au
www.falconlodge.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 6.5 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. APM offers a Direct Entry Program for those students who need to improve their English skills. For more information visit www.apm.edu.au.

QUALITY AND AUSTRALIAN REGULATIONS
Before choosing to study with APM, overseas 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://aet.gov.au/Regulatory-Information/Pages/Information-for-Students.aspx.

The Department of Education 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 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!

Visit our events page on www.apm.edu.au for more information
Each year APM seeks Australia’s most business-savvy and passionate 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?

APM Ignite is a fun and interactive day which offers applicants the possibility to put their creative, communication, teamwork and problem-solving skills to the test. You will have the chance to interact with APM staff, and other applicants, by engaging in some interesting group and solo activities. Applicants are also invited to present an “Industry Brief” during the one-day workshop at the APM campus within their area of interest, be it Marketing, Event Management, Public Relations or Business. You are encouraged to be as creative as you like!

The students who present the best solutions and get involved on the day are granted a scholarship to APM. Based on their potential and ability to represent APM, scholarship students will go on to become the future ambassadors of the College, acting as leaders in and outside of the classroom.

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.
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 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 in the Australian men’s 4x100m freestyle relay team, I helped the team to win gold and set a new Paralympic record in the process."
"The practical experience has been extremely valuable in getting me where I am today."

TAMARA MITCHELL
ASSISTANT BRAND MANAGER, JOHNSON & JOHNSON PACIFIC
2012 GRADUATE, BACHELOR OF BUSINESS

“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.”
As a mature aged student I wanted to get out in the workforce as soon as possible, so the two-year bachelor degree at APM really appealed to me. I also wanted to gain experience in the industry whilst studying, and APM offered that through their internship program. APM stood out to me because it was an educational institute that wasn’t just interested in giving you a piece of paper.

My favourite part of the APM experience would have to be the intimate class sizes. Not only did I have a close support group of friends, I was able to build life-long contacts with the industry professional lecturers. I can honestly say the close, family-like college atmosphere has guided me to where I am today. I did my work experience through an international event management company and I got to be involved in attending client meetings, liaising with international employees, undertaking promotion work and managing social media platforms and marketing plans.

Since graduating from APM, my qualifications and internship experience have provided me with the suitable knowledge and skills to go straight into events and marketing based roles, including coordinating corporate V8 super car days for the Performance Driving Centre, as well as working as a Prospective Student Advisor Team Leader for Think: Education. As a result of working in these roles I found the confidence to take the next step and start my own business. I wanted to incorporate my background in fashion design along with my business and event management qualifications. This led me to launch Shevoke, an online boutique offering affordable items for all fashion forward girls. It is a collaboration of my own designs, as well as unique items found at vintage markets and showrooms around the world. Once established as an online boutique I will utilise my event management skills to further the business through organising or taking part in events targeted towards the fashion industry.

One thing I know is that I’m passionate and I hope that this, coupled with strong determination, will guide me to achieve my goal to succeed!”
“One of the reasons I picked APM was to try and get to the bottom of what I wanted to do as quickly as possible. I liked the course structure and it felt like a great way to get knowledge in marketing, PR and events so that I could enter the workforce as soon as possible. Having practitioners as lecturers was a big attraction, as I wanted to learn from people actually working in the industry rather than just from a textbook: it made a lot of sense to me. I also liked the work experience APM offered – to be entering the workforce with actual work experience was very attractive and I felt it would put me ahead of the pack. It was a great community to learn in with the small classes, practitioners as lecturers and the key skills I learnt during my internship. I also made lifelong friends at APM!

I jumped straight into work when I completed my course at APM. My first job was at EVT Marketing, where I was hired to help out on an event and I ended up staying for 3 and a half years, working as a junior on event and travel management, incentive program management and reward buying. Then I worked at OgilvyOne in Account Management on major Australian brands, before returning to EVT where I am now Joint Managing Director. What I love about my current role is that I've found my niche in incentive marketing. It's allowed me to marry my love of strategic marketing, with events and incentive travel. I have constant variety, we get to be commercially creative and I love building relationships and working with clients who support the idea of doing things a bit differently. I'm always learning, always developing and jumping between creative, strategy, budget and forecasting and business management. No day is the same!

There are so many different ways you can work in marketing today. You just need to get started and work your way to finding the area that you love. Marketing is a competitive market, so you need to find a way to stand out and show that you are the right person for the job. Use every opportunity to learn and just jump in and get experience.”
“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 children's 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 colleges:**

### BUSINESS AND HOSPITALITY

- **APM College of Business and Communication**
- **William Blue College of Hospitality Management**

### DESIGN

- **Billy Blue College of Design**
- **CATC Design School**

### HEALTH AND WELLNESS

- **Australasian College of Natural Therapies**
- **Southern School of Natural Therapies**
- **Australian National College of Beauty**
- **Jansen Newman Institute**

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 Tertiary Education Quality and Standards Agency (TEQSA) and a registered training organisation with national qualifications and courses accredited by the Australian Skills Quality Authority (ASQA). TEQSA is the only national accreditation authority in Australia for Higher Education, ASQA is the only national accreditation authority for the State of New South Wales authorised via the National Vocational Education and Training Regulator Act (2011) and related legislation to accredit private providers of vocational education and training.

All accredited qualifications undertaken by overseas and domestic students are awarded by Think: Colleges Pty Ltd (RTO No 0269, CRICOS Provider Code NSW 00246M). All degrees, diplomas and advanced diplomas and the accredited certificates issued by the College are recognised within the Australian Qualifications Framework (AQF). Workshops, seminars, and short courses offered by the College are not recognised within the Australian Qualifications Framework and they are not accredited by TEQSA or ASQA. These are developed by the College in consultation with industry in order to meet industry needs.
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

SYDNEY CAMPUS
Levels 4 and 5, 213 Miller Street
North Sydney NSW 2060 Australia
Phone (Australia): 1300 880 610
Phone (overseas): +61 2 9492 3203
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: NSW 00246M,
HEP No. 4375.

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the date of publication, and may be subject to change.
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