

MACLEAY COLLEGE

ENROL NOW. GRADUATE IN 12 MONTHS

There's far more to a career in hospitality than working in a kitchen or coming up with the latest taste sensation in a cocktail glass. Enrolling in Macleay College's year-long Diploma of Business Marketing specialising in Hospitality Management will give you the skills and knowledge to build a management, administrative or marketing career in hotels, resorts, restaurants, pubs, clubs and bars.

HOTEL DUTY MANAGER ■ FUNCTIONS AND BANQUETS MANAGER ■ FOOD AND BEVERAGE MANAGER ■ EVENT CO-ORDINATOR ■ HOSPITALITY MARKETING COORDINATOR ■ PRODUCT MANAGER ■ OPERATIONS MANAGER ■ MARKETING ASSISTANT

QUALITY OF EDUCATION

The Diploma of Business Marketing at Macleay College specialising in Hospitality Management prepares students with the basic knowledge and skills for working in the hospitality industry. Students will be guided through the broad topics of food and beverage service, customer management and service, hygiene and operations. Macleay's philosophy is to join education with industry wherever possible. Regular classes are supplemented by guest lectures given by well-known industry identities and by industry visits and excursions. All students are required to complete work experience in the industry as part of their course. College lecturers advise students on how to gain appropriate work experience.

KEY SUBJECTS

As well as receiving a solid grounding in all aspects of marketing – from project management to developing effective strategies for taking Australian businesses to the international market – you'll also receive specific knowledge and practical skills related to the hospitality industry, including food and beverage management, guest service and customer relations, and tourism marketing. Students also undertake a major Business Enterprise Project, which is a group project that is guided by a mentor during trimesters two and three. Students plan and execute a business idea that aims to deliver a profit to shareholders, and value to customers, while building effective working relationships with team members.

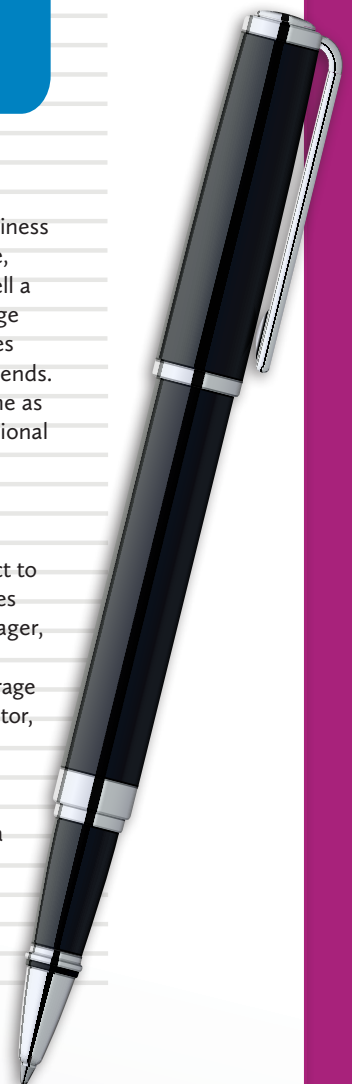
Student groups form a company, register a business name, develop, produce, market, promote and sell a real product, and manage accounting, shares issues and declaration of dividends. Students also spend time as an intern with a professional events company.

JOB OUTCOMES

Our graduates can expect to gain employment in roles such as hotel duty manager, functions and banquets manager, food and beverage manager, event coordinator, product manager, operations manager, marketing assistant or project manager. Medina Grand Harbourside Hotel and Crowne Plaza Terrigal have both employed our recent graduates.

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1 YEAR FULL-TIME
2 YEARS PART-TIME

NEW CBD CAMPUS IS NOW OPEN

Macleay College opens its new \$2 million campus in Sydney's CBD on January 20, 2012. The new campus is just 2 minutes' walk from Central Station and major transport routes across Sydney. Students who join us in 2012 will discover:

- Industry-standard television and radio studios for student use
- 65 brand-new computers (PC and Mac) featuring the latest industry software for all of our courses
- Modern classrooms with the latest audiovisual equipment, plus a large Student Zone at street level with specific areas for socialising and studying.

COURSE DETAILS

A full load of study is four units per trimester. It is possible to complete the Diploma of Business Marketing specialising in Sports Marketing in a minimum of one year or a maximum of two years. Part-time enrolment requires completion of no less than two units per trimester. Admission is based on completion of NSW HSC or equivalent Australian senior secondary certificate.

PATHWAYS TO UNIVERSITY

Macleay College has articulation agreements with the University of Technology, Sydney, University of Wollongong and Bond University for graduates

who wish to go on to further study. A minimum of a credit average is required.

HELP WITH PAYING FEES

Macleay College students have access to two loan schemes to help pay their fees: the FEE-HELP loan assistance scheme from the Australian Government and a student bank loan scheme. Contact our Student Services Team for more details. For Youth Allowance and Austudy, students are generally required to undertake a full-time course and fulfil the normal conditions that apply to those payments. Part-time students should contact Centrelink to see if they qualify.

OUR SERVICE GUARANTEE

Macleay College has built an unmatched reputation for delivering job-ready graduates after just 12 months of study. We do this by guaranteeing our tutorial sizes at 20 students or less, so that they get plenty of personal attention from their lecturers. We also make industry internships a mandatory part of the courses we teach. We assist every student in this process, with many going on to be employed after graduation.