

# MACLEAY COLLEGE

## ENROL NOW. GRADUATE IN 12 MONTHS

Behind every great sporting event and athlete there is a team of people making sure the world knows what they are doing. Why? Because awareness equals ticket sales, sponsorship and media coverage. Enrol in Macleay College's Diploma of Business Marketing specialising in Sports Marketing and get a head-start in this exciting field. We will teach you the knowledge and practical skills to take on role behind the scenes in the sporting world.

SPORTING VENUE MANAGER ■ SPORTS MARKETER ■ EVENT PROMOTER ■  
MATCH DAY COORDINATOR ■ SALES AND MARKETING AGENT ■ CLUB SECRETARY  
■ EVENT MANAGER ■ PLAYER AGENT ■ SPONSORSHIP MANAGER

### QUALITY OF EDUCATION

The Diploma of Business Marketing with a specialisation in Sports Marketing is designed to get our graduates jobs when they leave us. The practical subjects taught in this course will set you on the path to looking after players and teams, managing sporting venues or running events. We also teach our students how to plan for a career in the sports industry that will last their whole life.

### KEY SUBJECTS

Students will learn about human resources, business law, marketing, the role of sports and recreation in daily life, and managing all the different people they'll come across in their career: players, sponsors, coaches, officials and the media. As well as receiving a solid grounding in all aspects of sports marketing, the course also covers

the various roles within the industry including player management, event management, marketing and promotion, club and team administration, broadcasting, merchandising, and study the core elements involved in these areas.

In order to better prepare students for moving into the workplace, a key element of the unit is helping them to understand theory from a practical perspective. This is done through continual activities where students are involved in compiling marketing plans based on their in-class training and their own ideas.

This will include the development of a sports-based industry project, as well as undergoing essential work experience in a sports-specific workplace to understand the day to day activities

within a sporting organisation or company.

### PRACTICAL FOCUS

You'll also receive specific knowledge and practical skills related to the on- and off-field challenges specific to athletes and sporting teams, securing and maintaining sponsorship, developing media relations, and running press conferences. 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.

[macleay.edu.au](http://macleay.edu.au) | [study@macleay.edu.au](mailto:study@macleay.edu.au)

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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 or 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 tutorials of 20 students or less, so that our students 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.