

# MACLEAY COLLEGE

## ENROL NOW. GRADUATE IN 12 MONTHS

Turning your hot ideas into successful concepts with a global reach is at the heart of the advertising industry in Australia. Enrolling in Macleay College's year-long Diploma of Advertising will certainly help you get a foothold in this highly sought-after field. The application of skills that you learn in this course can be applied to just about any role in any country – whether you want to work on the client side or the agency side.

DIGITAL STRATEGIST ■ COPYWRITER ■ PRINT PRODUCTION ARTIST ■ MARKETING EXECUTIVE ■ TELEVISION ADVERTISING REPRESENTATIVE ■ ACCOUNT EXECUTIVE ■ MEDIA PLANNER AND BUYER ■ ART DIRECTOR ■ RADIO ADVERTISING COORDINATOR ■ MARKET RESEARCHER ■ DIGITAL PRODUCER ■ PROJECT MANAGER

### QUALITY OF EDUCATION

The Diploma of Advertising at Macleay College is designed to get our graduates jobs when they leave us. Our course covers all aspects of contemporary advertising and is designed around three major areas: creative writing and production; media buying and scheduling; and market research and marketing strategies.

We also teach our students about the structure and functioning of advertising agencies, client/agency agreements, production requirements for broadcast and print media, and the regulatory, legal and ethical environment – all hugely important knowledge when trying to get a foot in the door of the advertising industry. The diploma is organised into four streams that give students a broad range of learning and teaching styles, while an internship with a news or media

organisation in the final trimester offers a chance to specialise in the student's chosen field.

Graduates leave Macleay College with a full portfolio of work (published advertisements, print layouts and design, and CDs and DVDs of radio and television commercials) to show potential employers. Examples of work from previous graduating classes can be seen on our Youtube and Facebook pages.

### KEY SUBJECTS

The subjects taught in our practical diploma course help our graduates start working immediately once they get a job. Key subjects include Foundations of Marketing, Marketing Plan Development, Marketing Metrics, Advertising Professional Practice, and Media and Communications Law. Our course emphasises the importance of being able to

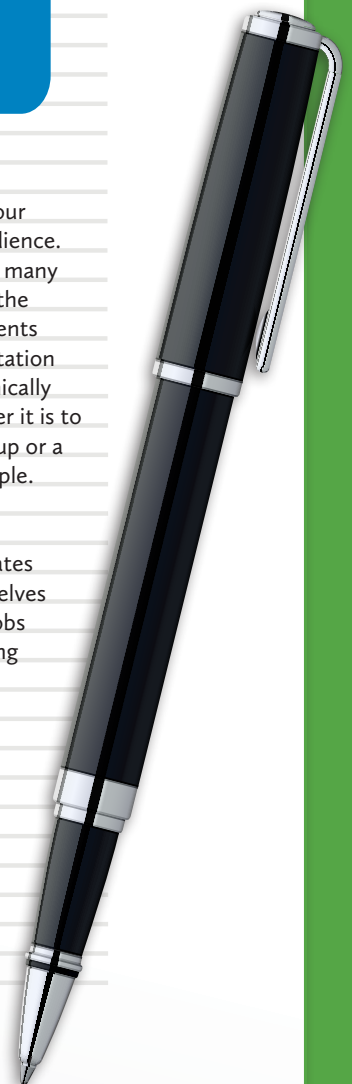
confidently 'speak on your feet' and engage an audience. This skill is necessary in many professions, not just in the advertising world. Students will practise the presentation skills required to dynamically sell a message – whether it is to one person, a small group or a football stadium of people.

### RECENT GRADUATES

Macleay College graduates consistently find themselves in highly sought-after jobs in well known advertising agencies and media companies. Australian Consolidated Press, Mindshare Australia, Publicis Mojo, M&C Saatchi, Adcorp Mediacom, Zenith Optimedia and McCann-Erickson have all employed our graduates.

[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 Advertising 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

After successful completion of the Diploma of Advertising, graduates can complete a further 12 months of study at Macleay College to gain a

Bachelor of Arts from Southern Cross University.

### 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. Students who wish to study part time should contact Centrelink to determine whether 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 tutorial sizes of 20 people or less, so that 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.