

MACLEAY COLLEGE

ENROL NOW. GRADUATE IN 12 MONTHS

Want a career in one of the fastest-growing business sectors? In public relations you manage the communication between an organisation and the public, and it involves just about every field you can imagine, from politics to entertainment. Enrol in Macleay College's year-long Diploma of Business Marketing specialising in Public Relations and you'll be well on your way to an exciting career that could take you around the world.

PUBLIC RELATIONS CONSULTANT ■ PUBLICIST ■ MEDIA ORGANISER ■ FESTIVAL OR EVENT ORGANISER ■ CELEBRITY REPRESENTATION ■ TALENT AGENT ■ PROJECT MANAGER ■ CORPORATE COMMUNICATIONS EXECUTIVE ■ PUBLIC AFFAIRS OFFICER

QUALITY OF EDUCATION

The Diploma of Business Marketing with a specialisation in Public Relations is designed to get our graduates jobs when they leave us. Our course explores the power and value of PR, how it integrates with advertising and marketing communications, as well as its influence on brands, businesses, communities and the media.

By exploring a number of key advertising and PR case studies, students are introduced to how channels of communications work together to align messages so that they reach target markets more effectively.

Our course cuts through the jargon and delivers the skills needed to get a foothold in this highly sought-after industry.

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 learn specific knowledge and practical skills related to corporate and consumer public relations, utilising new media and media relations.

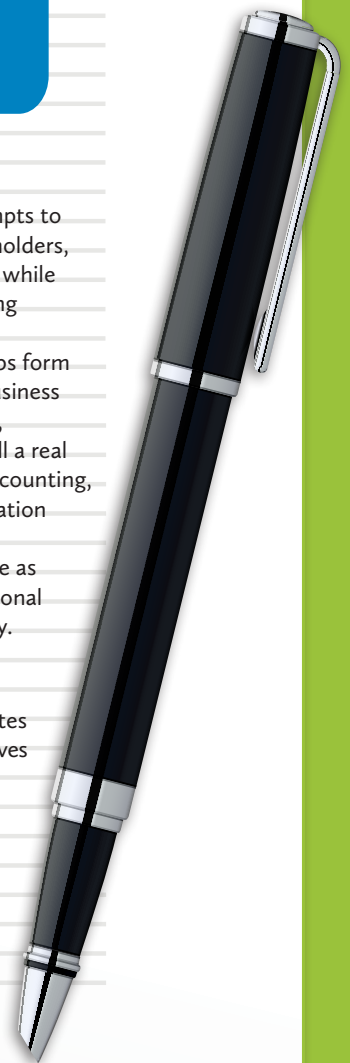
Key topics covered in this diploma include: social media PR; what turns news into publicity; developing communications material; PR briefs, objectives and key messages; campaign development including brainstorming; crisis management; media training; news conferences; launches and events; and evaluating research. 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 attempts 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 public relations company.

RECENT GRADUATES

Macleay College graduates consistently find themselves in sought-after jobs with well known public relations agencies and media companies. Hill and Knowlton PR, NRMA and Red Bull have all employed our graduates recently.



macleay.edu.au | 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 Public Relations 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 our students class sizes of 20 people 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.