

# MACLEAY COLLEGE

## ENROL NOW. GRADUATE IN 12 MONTHS

Everyone dreams of exploring the four corners of the globe, but what if you could do that as part of your job? Enrol in Macleay College's year-long Diploma of Business Marketing specialising in Travel and Tourism, and you could find yourself working in the marketing department of a major tourist attraction or overseeing operations at a resort in Rio de Janeiro. There is no limit to the global jobs waiting for you once you have graduated in this field.

TRAVEL CONSULTANT ■ TRAVEL ACCOUNT EXECUTIVE ■ CUSTOMER SERVICE OFFICER  
 ■ MARKETING ASSISTANT ■ EVENT COORDINATOR ■ OPERATIONS MANAGER ■  
 INCENTIVES PLANNER ■ DESTINATION SPECIALIST ■ ACCOUNT MANAGER

### QUALITY OF EDUCATION

The Diploma of Business Marketing with a specialisation in Travel and Tourism is designed to get our graduates jobs when they leave us. The Tourism and Travel foundation module provides students with the knowledge and skills required for this industry. This module will act as a preparatory unit to undertake a Tourism and Travel project as part of the Business Enterprise units in the following trimesters.

### 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

this dynamic industry, including ticketing, event and conference management, and eco- and specialist tourism.

You'll complete a major Business Enterprise Project, undertaken with guidance from a mentor during trimesters two and three, where you'll plan and execute a business idea, as well as work as an intern with a travel or tourism company during your final trimester.

Topics covered in the travel and tourism unit include:

- the current situation and future direction of tourism, with the focus on tourism in Australia;
- structure of the tourism industry including major operators, product types and the way that the industry distributes its products;
- an examination of sustainable tourism;
- laws that affect the tourism

industry and the role that you will play in providing quality service;

- interpretation and application of the broad range of terms and codes used in airline reservations needed for domestic fares, taxes and surcharges, and to construct fares for international travel using the principles of the mileage system.

### FUTURE JOB PROSPECTS

Our graduates are qualified for a wide range of tourism industry positions, including retail travel consultants, corporate consultants, inbound tour coordinators, account managers for professional conference organisers, event coordinators and tour guides.

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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 Travel and Tourism 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 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.