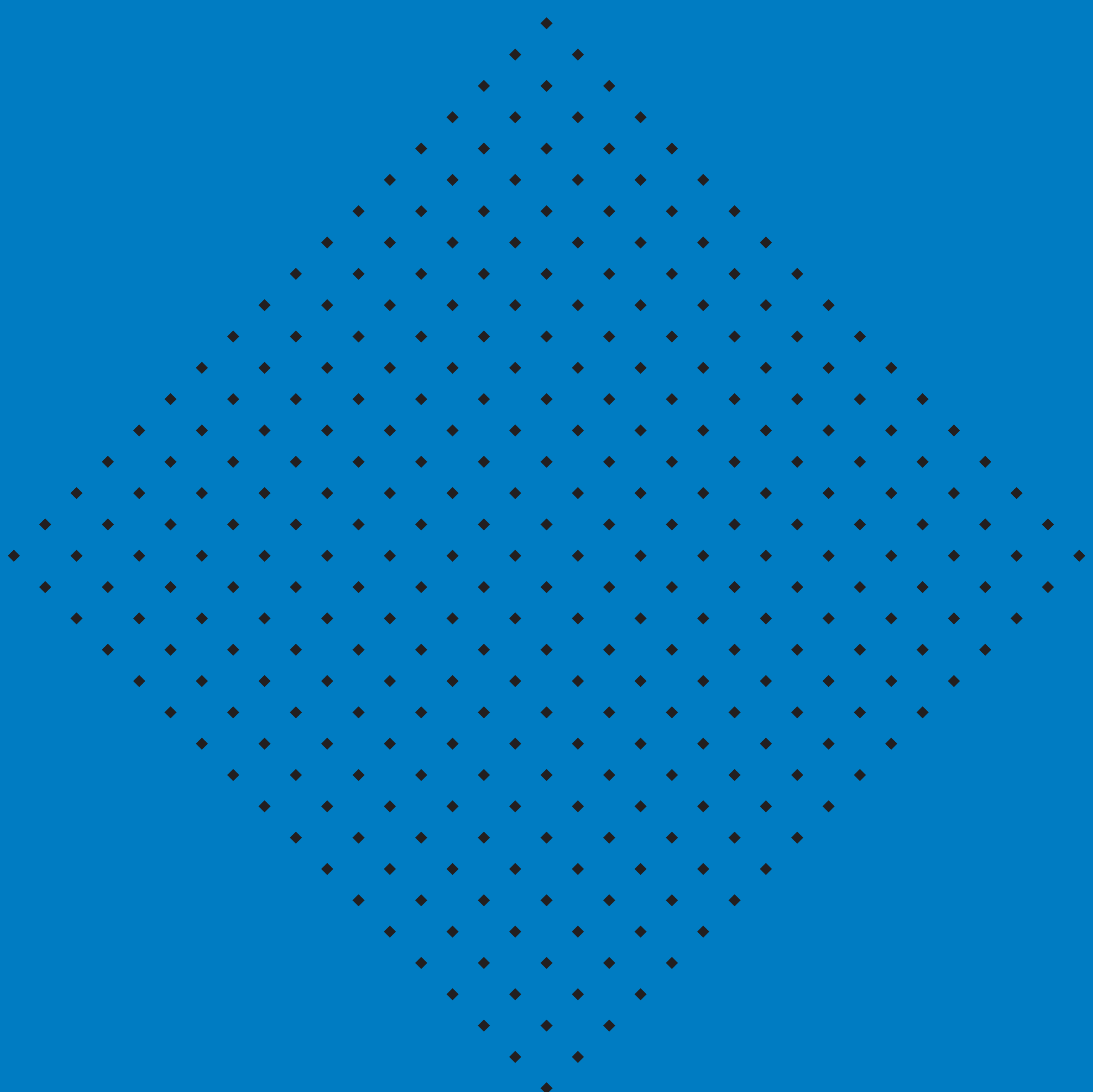


BACHELOR OF ARTS,
SOUTHERN CROSS UNIVERSITY

DIPLOMA OF JOURNALISM,
MACLEAY COLLEGE

DIPLOMA OF ADVERTISING,
MACLEAY COLLEGE

MACLEAY
COLLEGE



BACHELOR OF ARTS,
JOURNALISM OR ADVERTISING

Australia's most exciting new program in media education

BACHELOR OF ARTS, SOUTHERN CROSS UNIVERSITY

plus

DIPLOMA OF JOURNALISM, MACLEAY COLLEGE or DIPLOMA OF ADVERTISING, MACLEAY COLLEGE

JOURNALISM

JOURNALISM SUBJECTS

News Reporting
Feature Writing
Sub-Editing for Print and Digital Media
Print Editing and Production
Radio Journalism
Television Journalism
Broadcast Research and Production
Video Journalism
Photo Journalism
Media Presentations
Professional Practice
Public Relations
Computer Layout
Keyboarding/Word Processing
Shorthand
Media Law
Job Seeking and Career Planning

MEDIA AND LIBERAL ARTS SUBJECTS

Written Communication
Introduction to Cultural Studies
Philosophy on Screen: Film and Television
The Fourth Estate: News Journalism
Professional Placement
Media and New Technologies
Australia, Asia and the World
From Bard to Bart: Media and Popular Culture
The Big Picture: Global Media
Subjects and Citizens
Introduction to Written Texts
True Stories: Factual Media
Hot Topics: Feature Journalism
Borderlands

STRONG EMPHASIS ON PRACTICAL SKILLS

Practical subjects, Journalism:
• News Reporting
• Feature Writing
• Sub-Editing for Print and Digital Media
• Print Editing and Production
• Computer Layout
• Radio Journalism
• Television Journalism
• Photo Journalism
• Public Relations
• Typing/Word Processing
• Shorthand (Macleay is the only journalism course in New South Wales that includes shorthand – essential for cadetships on metropolitan newspapers)
• Video Journalism

BEST EMPLOYMENT OUTCOMES

Former journalism students have gained positions with:
• metropolitan newspapers
• Sunday newspapers
• suburban newspapers
• country newspapers
• commercial radio stations
• community radio stations
• network television stations
• consumer magazines
• business magazines
• public relations agencies
• advertising agencies.

Former journalism students have been employed as:

- cadet journalists
- graded journalists
- news reporters
- feature writers
- sub-editors
- assistant editors
- radio journalists
- news readers
- radio producers
- television journalists
- television researchers
- television producers.

PREPARATION FOR EMPLOYMENT

Work experience or internship is compulsory during the program.
Journalism students gain positions with:
• metropolitan, suburban and country newspapers
• city and regional television stations
• city, country and community radio stations
• consumer and business magazines
• public relations agencies.
Other forms of employment preparation:
• Job seeking skills are taught weekly in the classroom.
• Employment counselling is provided on an individual basis.
• Most lecturers are current industry practitioners with good employment contacts.

PORTFOLIO FOR EMPLOYMENT

• Students complete a body of work – including published articles, print layouts and designs, audio and video tapes – compiled for a portfolio to present to prospective employers.
• In print journalism, students contribute their own news stories and feature articles to the college news magazine.
• Students are assisted to gain commercial publication of stories on a freelance basis.
• In radio and television journalism, students produce news bulletins and professional quality show tapes to present to employers in the broadcast media.
• Students gain a portfolio of their news photographs.

A two-year program combining an internationally-recognised university degree with Australia's best practical, employment-oriented diploma courses in media skills

CLASSES ARE CONDUCTED IN SYDNEY

Macleay College offers programs in media education leading to diploma level qualifications in either advertising or journalism. Southern Cross University is a progressive, multi-campus university located on the north coast of NSW, which offers degrees at Bachelor, Master and Doctoral levels. The university is known for its strong links with industry and the wider community. It is also highly regarded for the quality of academic and personal support it provides to students.
After completing a diploma in either advertising or journalism, students are able to apply for inclusion into a Bachelor of Arts degree (Media and Cultural Studies major) at Southern Cross University. Upon successful completion of the Macleay College diploma students may be given up to 16 out of a possible 24 credit points towards the Bachelor of Arts degree at Southern Cross University.

Qualifications Gained

Students who complete the two year program will gain the following qualifications. Either:
• Bachelor of Arts (Southern Cross University), Diploma of Journalism (Macleay College);
or
• Bachelor of Arts (Southern Cross University), Diploma of Advertising (Macleay College).

Time-scale

Students can undertake the advertising and journalism diploma programs either over one year as full time students or over two years as part time students. Students wishing to complete the degree program are required to undertake a further twelve months of study. Students complete face-to-face classes at Macleay College in Sydney while concurrently completing eight subjects via distance education through Southern Cross University.

While it normally takes three years to complete a Bachelor of Arts degree at most universities, the degree program covers the same ground in two years. The longer academic year at Macleay is the equivalent of three university semesters. A normal university degree takes six semesters conducted over three years. The degree program at Macleay College compresses the equivalent of six semesters into a two-year period.

Qualifications for Enrolment

1. Students currently sitting for the Higher School Certificate or those who have completed the HSC or its equivalent in recent years;
2. Graduates who have completed another university course and who want to gain qualifications for employment in the media;
3. Mature age people who have work experience and who want to change, re-orient or upgrade their careers.
4. Please note, this program is not available to international students.

Conditions of Enrolment

Enrolments are accepted on a first-come, first-served basis for applicants who fulfil one of the above criteria. There is a limited number of places so applicants are advised to enrol early.

Applications have to be made directly to Macleay College on the appropriate application form.

To apply for enrolment, applicants should follow the application procedure outlined in the Macleay College Handbook. Applicants will be notified by return mail whether their application is successful. Enrolments from current Year 12 students will be accepted during their final school year, on condition of their completion of the HSC.

Students need only enrol initially at Macleay College for the first year of the program. Once they have completed either the Diploma of Journalism or the Diploma of Advertising, it is entirely optional whether students return to complete a further twelve months to work towards a bachelor's degree.

Places in the degree will be made available to all students who pass the requirements for either of the diploma programs. There are no specified grade levels or further entry tests needed.

Location

The degree and diploma subject taught by Macleay College are held at the College campus in Sydney's central business district. The campus is in high quality, air conditioned offices at 175 Liverpool Street, overlooking Hyde Park. It is next to Museum Railway Station and on the direct route of buses from Circular Quay, Central Railway and the eastern suburbs. Eight subjects in the degree component are taught by Southern Cross University through distance education (external study).

Lecturing Staff

An impressive lecturing staff has been assembled for this program. Macleay diploma subjects are taught by current industry practitioners – people who work in industry on a day-to-day basis and who are completely up-to-date with the latest industry needs and trends. The Southern Cross University degree program is conducted by College lecturers (six subjects) and university academics (eight subjects).

Technology

Students in the degree program have access to Macleay College's three computer training centres which offer a ratio of computers to students of 1 to 5 and all media students learn a full suite of industry software packages including word, excel, access, powerpoint, page design and layout, radio editing, photo design and production. They have access to computers throughout the College's opening hours, not just in timetabled classes.

The program produces its own news magazine written and produced by students. All editorial and advertising content is provided by students. In broadcast subjects in both advertising and journalism, students work with professional equipment to produce broadcast quality showreels which they can use to seek employment in the electronic and broadcast media.

Student Counselling

A full-time student administrator is available to students for consultation and advice on academic, social and personal issues. Course coordinators also counsel individual students about their progress in the course and in their career decisions.

The program includes Macleay's full course in job seeking skills, including eight weeks supervised work experience. Lecturers in job seeking are available for individual student counselling.

Students are assisted to prepare a personal resume and a professional portfolio that presents their work in its best light.

Fees

See separate sheet for information about all fees and charges.

Austudy and student concessions

Students in the program are recognised by the Commonwealth Government as being eligible for the Austudy allowance, provided they fulfil the normal conditions that apply to that allowance.

Students are eligible for all normal concessions available to full-time students in New South Wales. This includes a State Transit Authority travel pass and student discount for air travel.

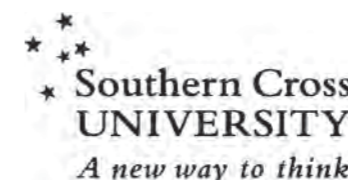
AUSTRALIA'S AWARD-WINNING INSTITUTE

Recent Media Awards:
2008 Winner, JEA Ossie Award for Student Journalism, Best TV News Story by an Undergraduate or Postgraduate Student
2006 Winner, JEA Ossie Award for Student Journalism, Dr Charles Stuart Prize, Best Student Publication (any medium)
2006 Winner, JEA Ossie Award for Student Journalism, Best Occasional Student Publication (any medium)
2006 Highly Commended, JEA Ossie Award for Student Journalism, Best Print Feature (Undergraduate)
2006 Finalist, The New York Festivals, Low Budget Spots
2005 Winner, JEA Ossie Award for Student Journalism, Best Print Feature (Postgraduate)
2005 Highly Commended, JEA Ossie Award for Student Journalism, Best Print Feature (Undergraduate)
2004 Winner, JEA Ossie Award for Student Journalism, Best Broadcast Current Affairs Story (Postgraduate)
2004 Highly Commended, JEA Ossie Award for Student Journalism, Best Occasional Student Publication (any medium)
2003 Highly Commended, Atv Retail Awards, Creative Category, Apparel and Sporting Goods
2003 Winner, JEA Ossie Award for Student Journalism, Best Occasional Student Publication (any medium)
2002 Winner, JEA Ossie Award for Student Journalism, Best Broadcast Current Affairs Story (Postgraduate)
2002 Finalist, London International Advertising Awards, Direction - visual category
2001 Highly Commended, JEA Ossie Award for Student Journalism, Best Print Feature (Undergraduate)
2000 Finalist, The New York Festivals, Best Direction (Television) category
2000 Finalist, London International Advertising Awards, Direction – visual category
1999 Finalist, The New York Festivals, Best Direction (Television) category
1999 Winner, JEA Ossie Award for Student Journalism, Best Radio Current Affairs Story (Undergraduate)
1999 Winner, JEA Ossie Award for Student Journalism, Best Broadcast Current Affairs Story (Postgraduate)
1999 Highly Commended, JEA Ossie Award for Student Journalism, Best Occasional Student Publication (any medium)
1999 Highly Commended, JEA Ossie Award for Student Journalism, Best Print Feature (Undergraduate)
1997 Finalist, The New York Festivals, Best Direction (Television) category
1997 Finalist, London International Advertising Awards, Public Service (Television) category
1996 Finalist, London International Advertising Awards, Low Budget (Television) category
1995 Winner, JEA Ossie Award for Student Journalism, Best Feature Article (Print)
1995 Winner, JEA Ossie Award for Student Journalism, Best Student Publication
1994 Winner, Osmar White/JEA Student Journalism Award, Best Current Affairs Report (Television)
1993 Highly Commended, Osmar White/JEA Student Journalism Award, Best Student Publication
1993 Highly Commended, Osmar White/JEA Student Journalism Award, Best Feature Story (Print)
1993 Winner, Australian Retail Results Awards, National Best of Category in Direction
1992 Highly Commended, Facts Awards for Television Commercials, Clothing Advertising
1992 Finalist, The New York Festivals, Best Television Commercial under \$15,000
Other awards:
2001 Award of Distinction, NSW Tourism Awards for Business Excellence
2000 Winner, NSW Tourism Award for Industry Education
1999-1989 Winner, Award of the Decade in Tourism Excellence in Industry Education, in recognition of an outstanding contribution to tourism within New South Wales, Tourism Council Australia (NSW)
1999 Award of Distinction, NSW Tourism Awards for Industry Education
1998 Award of Distinction, NSW Tourism Awards for Industry Education
1997 Award of Distinction, NSW Tourism Awards for Industry Education
1996 Winner, NSW Tourism Award for Industry Education
1995 Winner, NSW Tourism Award for Industry Education
1994 Award of Distinction, NSW Tourism Awards for Industry Education
1993 Winner, Australian Tourism Award for Industry Education
1993 Winner, NSW Tourism Award for Industry Education

• FEE-HELP Loan Assistance Available • Youth Allowance/Austudy approved

Level 1, 175 Liverpool Street, Sydney

For information, write to:
Macleay College
PO Box 433, Paddington NSW 2021
or ring (02) 9360 2033 or fax (02) 9331 7368



Email enquire@macleay.edu.au Internet http://www.macleay.edu.au

ADVERTISING

ADVERTISING SUBJECTS

Advertising Business Practice
Copywriting
Visual Communication
Art Direction
Television Commercials
Radio Commercials
Public Relations
Media Planning and Evaluation
Media Presentations
Media Law
Marketing and Consumer Behaviour
Introduction to Management
Job Seeking and Career Planning
Keyboarding/Word Processing
Computer Layout and Design
Business Communications

MEDIA AND LIBERAL ARTS SUBJECTS

Written Communication
Introduction to Cultural Studies
Philosophy on Screen: Film and Television
The Fourth Estate: News Journalism
Professional Placement
Media and New Technologies
Australia, Asia and the World
From Bard to Bart: Media and Popular Culture
The Big Picture: Global Media
Subjects and Citizens
Introduction to Written Texts
True Stories: Factual Media
Hot Topics: Feature Journalism
Borderlands

STRONG EMPHASIS ON PRACTICAL SKILLS

Practical subjects, Advertising:
• Graphic Design and Production
• Copywriting
• Art Direction
• Television Commercials
• Radio Commercials
• Media Planning and Evaluation
• Marketing and Consumer Behaviour
• Advertising Business Practice
• Public Relations
• Computer Layout and Design
• Typing
• Word Processing

BEST EMPLOYMENT OUTCOMES

Former advertising students have gained positions with:

- advertising agencies
- public relations agencies
- advertising departments of large corporations
- marketing departments
- retail advertising departments
- metropolitan newspapers
- television stations
- consumer magazines
- business magazines
- radio stations
- magazine publishing companies

Former advertising students have been employed as:

- Advertising agency administrative personnel
- Agency account executives
- Graphic artists
- Print production artists
- Television production staff
- Media planners and buyers
- Copywriters
- Art directors
- Public relations officers
- Corporate advertising executives
- Corporate marketing executives
- Press advertising representatives
- Television advertising representatives
- Radio advertising representatives
- Promotional staff in radio and television

PREPARATION FOR EMPLOYMENT

Work experience or internship is compulsory during the program.

Advertising students gain positions with:

- advertising agencies
- public relations agencies
- advertising departments
- metropolitan, suburban and country newspapers
- city and regional television stations
- city and country radio stations
- consumer and business magazines

Other forms of employment preparation:

- Job seeking skills are taught weekly in the classroom.
- Employment counselling is provided on an individual basis.
- Most lecturers are current industry practitioners with good employment contacts.

PORTFOLIO FOR EMPLOYMENT

• Students complete a body of work – including published advertisements, print layouts and designs, audio and video tapes of radio and television commercials – compiled for a portfolio to prospective employers.
• In graphic design and print production, students produce real advertisements which are published in the college news magazine.
• In television commercials, students produce real commercials which have been broadcast on network television. In recent years clients have included: Amnesty International, Planet Ark, Pepsi Cola, Dr Martens Shoes, Parmalat Pizza, Nike, Coca Cola, Levi's, Digital One, Snack Brands, Bongo Jeans, Vibe Sunglasses, Opera Australia and Youth Off the Streets.
• In marketing, students undertake full-scale market research projects on behalf of clients.
• In media planning and buying, students work with genuine industry rate cards and broadcasting and publishing schedules.