

INFORMATION FOR PROSPECTIVE OVERSEAS STUDENTS

COURSES

BSB60601 Advanced Diploma of Business (Marketing)

APM majors are available in:

- Marketing
- Public Relations
- Sports Management & Marketing
- Event Management
- Entertainment & Music Management
- Advertising
- Digital & Interactive Marketing

ENTRY REQUIREMENTS

To apply you must have completed high school and have an IELTS score of at least 6.0 general (or equivalent). All overseas students must be in possession of a valid student visa. All overseas students must agree to the terms and conditions of their student visas set down by The Department of Immigration and Multicultural Affairs (DIMA) and the APM terms and conditions of enrolment and code of conduct. *APM is required by law to report any failure to comply with these conditions.*

COURSE DATES

Classes start at the end of February and conclude in mid December.

There is a second intake in July for the major in:

- Marketing
- Event Management
- Sports Management & Marketing

LOCATION

APM is located in North Sydney, where the famous Sydney Harbour Bridge starts. We are 5 minutes from the centre of the city, 5 minutes from the Sydney Opera House and 30 minutes from Bondi and Manly Beaches.

HOURS

You will have classes for 21 – 27 hours per week. There are 39 teaching weeks during the year.

INTERNSHIP

APM offers you a unique opportunity of working in the industry that you are training for as part of your studies. In terms 3 and 4, you will be placed in a company where you will gain valuable, relevant, supervised work experience. For 2 days a week, you will find out first hand how the industry operates by working in it. The Internship program is unpaid as it is an assessed subject in the curriculum. It is invaluable in helping you gain employment when you graduate.

STUDENT SUPPORT

Support, information and counselling are available for students on a wide range of issues and problems such as accommodation, Student Visa requirements academic progress and further study, as well as orientation, government services and arrangements for independent grievance resolution. Your Student Contact Officer can guide you through these aspects upon application being received.

Any student that is deemed to require additional English Language and grammar skills will be referred to an appropriate provider to complete the necessary training at their cost. Further information is provided prior to enrolment.

Please note that you if you are accompanied by school age dependants, these dependants will be required to pay full fees if they are enrolled into either a government or non government school.

All student matters are treated with the utmost respect and confidentiality.

Students in personal distress will be treated with confidentiality, courtesy and empathy at all times. Any student showing signs of distress or discomfort may be referred to a qualified counsellor.

APM complies with all relevant state laws regarding occupational health and safety, harassment, victimization and bullying; anti discrimination, including equal opportunity, racial vilification, and disability discrimination.

Further information is available from the Administration Manager, the Student Handbook and our website www.apm.edu.au

INDUSTRY ACCREDITATION

APM is the only education provider, whether it be university, TAFE or private college, to have its courses approved by all the relevant key industry bodies. Most of these bodies have international affiliations with similar industry bodies around the world. They include:

- Australian Marketing Institute (AMI)
- Public Relations Institute of Australia (PRIA)
- Advertising Federation of Australia (AFA)
- Australian Direct Marketing Association (ADMA)
- Australian Promotion Marketing Association (APMA)
- Australasian Sponsorship Marketing Association (ASMA)
- NSW Sports Federation (NSWSF)
- NSW Institute of Sport (NSWIS)
- Institute of Sport Management (ISM)
- Australian Society of Sport Administrators (ASSA)
- International Special Events Society (ISES)
- Festivals and Events Association (FEA)
- Fitness Australia (FI)
- Australian Interactive Media Industry Association
- Event Educators Forum

APM is also a member of Australian Council for Private Education & Training (ACPET)

ACCREDITATION

APM is a Registered Training Provider (RTO) and our courses are accredited by the following bodies:

- NSW Vocational Education & Training Accreditation Board (VETAB)
- Commonwealth Register for Institutions & Overseas Students (CRICOS)

The numbers referenced below correspond to the following qualifications:

1. BSB40401 Certificate IV in Business (Marketing)
2. BSB50701 Diploma of Business (Marketing)
3. BSB60601 Advanced Diploma of Business (Marketing)

1	2	3	Competency	APM Subject Name
C	E	E	BSBMKG301A: Research the market	Marketing Fundamentals
C	E	E	BSBMKG401A: Profile the market	
C	E	E	BSBMKG302A: Identify marketing opportunities	
C	E	E	BSBMKG405A: Implement and monitor marketing activities	
C	E	E	BSBCMNA405A: Analyse and present research information	Consumer Behaviour
C	E	E	BSBSBM406A: Manage Finances	Accounting Principles
C	E	E	C102 0903410: Public Relations Fundamentals	PR Fundamentals
C	E	E	BSBMKG407A: Make a presentation	Presentation Skills
C	E	E	BSBCMNA403A: Establish business networks	Business Dynamics
C	E	E	BSBCMNA404A: Develop teams & individuals	
C	E	E	BSBFLM502A: Provide leadership in the workplace	
	C	E	BSBMKG502A: Establish and adjust the marketing mix	Establish and Manage the Marketing Mix
	C	E	BSBMKG503A: Develop a marketing communications plan	Integrated Marketing Communications
	C	E	BSBMKG501A: Evaluate marketing opportunities	Strategic Marketing Management
	C	E	BSBMKG504A: Implement a marketing solution	
	C	E	BSBMKG505A: Review marketing performance	
	C	E	BSBEBUS521A: Plan e-marketing communications	New Media Marketing
	C	E	BSBEBUS522A: Conduct e-marketing communication	
	C	E	THTPPD10B: Develop and implement sponsorship plans	Sponsorship
	E	E	CUSBADM08A: Address copyright requirements	Artist Management
	E	E	CUSBAD18A: Manage artists and their careers	
	E	E	SUCBMA14A: Manage, promote and negotiate licensing on published works	
	E	E	CUSADM10A: Establish and Manage Contracts	Events Law
	E	E	SRSCOP021B: Collect information on contracts	Managing & Coordinating Sports People
	E	E	SRSSPA001A: Coordinate touring athletes (regional)	
	E	E	SRSSPA005A: Manage the personnel of a team or group	
	E	E	THHGGA09B: Manage projects	Event Project Management
	E	E	THHGLE22A: Manage Risk	
	E	E	SRXEME003A: Respond to emergency situations	
	E	E	THTPPD11A: Implement meeting / event management systems	
		C	BSBMKG601A: Develop marketing strategies	Develop and Manage a Marketing Plan
		C	BSBMKG602A: Develop a marketing plan	
		C	BSBMKG603A: Manage the marketing process	
		C	BSBMKG607A: Manage market research	
		C	BSBMKG605A: Evaluate international opportunities	International Marketing
		C	BSBMKG606A: Manage international marketing programs	
		C	BSBMKG604A: Develop and manage direct marketing	Relationship Marketing
		C	BSBCMNA306A: Produce business documents	Business Professional Writing & Communication
		C	BSBCMNA104A: Plan skills development	Career Development and Planning
		C	SRSCOP002B: Plan for and participate in a media interview	Media Training
		E	CUSBMA04A: Develop and promote image	Artist Promotion
		E	SRXEVT007B: Manage spectators at an event or program	Spectator Management

C = core unit
E = elective unit (recommended for employability skills)

APM Bonus subjects (recommended for employability skills)

		E		Creative Thinking
		E		Basic Computer Applications
		E		Internship Program
		E		Marketing Specialist Areas

LEARNING AND ASSESSMENT METHODS

Training is delivered in both classroom and onsite in both real and simulated situations.

Assessments include written examinations, assignments, reports and practical activities and observation onsite and in the workplace.

Course Fees:

BSB60601: Advanced Diploma of Business (Marketing)

Option #1	Option #2	Option #3
<i>Registration fee (Due with application):</i> \$A 300	\$A 300	\$A 300
<i>Tuition fee:</i> \$A 14,900 Due on acceptance	\$A 7,700 Due on acceptance \$A 7,700 Due end of term 1	\$A 5,300 Due on acceptance \$A 5,300 Due end of term 1 \$A 5,300 Due end of term 2
<i>Total tuition fee:</i> \$A 14,900	\$A 15,400	\$A 15,900

Excludes health insurance (estimated \$A300), reference books (estimated \$A600), all visa, travel and living related costs plus all items of a personal nature.

A \$50 (partially refundable) fee is required prior to commencement for the allocation of a Security Card as APM is located in a card access only building.

This fee covers tuition and assessment against core units required for the *BSB60601 Advanced Diploma of Business (Marketing)*. Elective units and bonus APM subjects that are part of the APM process do not incur any additional fee.

UNIVERSITY PATHWAYS

Students who have successfully graduated from APM can apply for articulation to a number of universities including:

- University of Newcastle
- Wollongong University
- Charles Sturt University
- Australian Catholic University
- Southern Cross University
- LaTrobe University

APM students have been accepted by many other universities where formal articulation arrangements do not exist, including Sydney University, University of Technology Sydney, and Macquarie University, University of Western Sydney.

HOW TO APPLY AND SELECTION CRITERIA

APM does not accept applications from any Overseas Student under the age of 18

If you wish to enrol please send an email to enquiries@apm.edu.au and ask for the “Enrolment Information for Overseas Students” booklet which must be read prior to submitting your enrolment form. Your application will **not** be processed without the signed copy of both the “Enrolment information for Overseas Students” and the “APM Refund Agreement”.

You must apply for a student visa. The Australian Government requires that students have health insurance, which APM can organise.

Once APM has received and processed your application, we will send you a letter inviting you to an interview. We require a copy of your Personal Resume to be sent, emailed or faxed to us prior to the interview occurring. An interview will be held at APM if you are in Sydney, or at your agent’s office if you are overseas. A telephone interview between you and APM will be required if you do not have an interview in Sydney.

Subsequent to a successful interview, a position at the college will be offered. If you are studying English we may make you a provisional offer subject to you obtaining an IELTS of 6.0 (or equivalent) and a further interview.

When the first payment for the course has been made, confirmation of your enrolment will be sent which can be used to obtain a visa.

Steps:

If you are interested in studying at APM Training Institute:

1. Send us a completed APM application form by mail, fax or email. Ensure that you have read and understood the Terms and Conditions of Enrolment outlined on the form before signing the application form. Please note that an unsigned application form will not be processed.
2. Include a copy of your Personal Resumes, relevant verified Academic Transcripts and a recent verified IELTS results with your enrolment form.
3. This APM “Enrolment Information for Overseas Students” outlines APM policies and procedures for Overseas Students. Ensure that you read and understand this, particularly the APM Refund Policy.
4. Sign the Pre-enrolment information and the Refund Agreement in this booklet and return the forms to APM by mail, fax or email.
5. APM will then process your application fee and contact you to arrange an interview/phone interview.
6. Upon successful completion of your interview APM will issue you with a Letter of Offer, a current Student Handbook and an invoice based on the Payment Plan you have nominated.
7. To study in Australia you must apply for a student visa and health Insurance. An APM Overseas Student Information Guide is sent to you with the Letter of Offer detailing how this process works. This Information Guide also contains information such as Australian culture and customs, finding accommodation, planning your budget, transport, working in Sydney, Health & Safety, the eCOE process etc.
8. You need to complete the Enrolment Agreement and Letter of Acceptance which are forms included with your Letter of Offer. Once we have received these signed forms outlining that you have accepted our offer of a position at APM and our Terms and Conditions an Electronic Confirmation of enrolment will be issued (eCoe).

On arrival in Sydney please visit APM Training Institute as soon as possible in order to familiarise yourself with our facilities.

During your first visit to the College, the International Student Contact Officer will discuss Orientation, Academic Qualifications and progress, accommodation and further study if required.

Orientation Day takes place at the beginning of your first day of the first term.

You will be able to purchase textbooks, be given course information including timetables, and other administrative issues will be dealt with. You will already have received your textbook list with your

payment receipt and you will notice that textbooks are available via the Internet. You will also be given an Orientation Booklet for Overseas Students to refer to.

LIVING COSTS

Refer to the Overseas Student Information Guide for more detailed information.

We recommend you set aside \$250 per week for living costs (in addition to tuition fees) and a further \$3200 for establishment costs if you are planning to rent an apartment.

Prices are a guide only and largely depend on your individual life style.

WORKING IN AUSTRALIA

Refer to the Overseas Student Information Guide for more detailed information on applying for Permission to Work .

The Australian government allows international students to get paid for up to 20 hours of work per week. The average you should expect is around \$15 per hour.

That means you can earn approximately \$300 per week, which is more than the average cost of living in Australia as shown above.

FURTHER ENQUIRIES

Ask for the International Student Contact Officer.

Email: allison@apm.edu.au

Tel: 02 9954 7377

Web site: www.apm.edu.au