

One year Advanced Diploma including work experience.



**Study in Australia.
Study with Australians.
Study at APM.**

North Sydney, Australia

Full time study in:

Marketing
Public Relations
Event Management
Sport Marketing
Entertainment Marketing
Advertising
Digital and Interactive Marketing

INFORMATION FOR INTERNATIONAL STUDENTS

ABOUT APM

APM is Australia's leading specialist provider of Marketing, Public Relations and Event Management Education. For close to 20 years, APM has been helping people start and progress their careers. We provide you with a realistic link between the worlds of learning and business.

On paper one education provider may look like another and one course may look like another. However, not everything that looks the same is the same. At APM we pride ourselves on doing things to help our students maximise their potential, their learning and their employment prospects. One way we do that is through our strong links with the business community. This ensures that we teach what employers are looking for. Our goal is to assist our students in getting the jobs that they want.

COURSES

- Advanced Diploma of Business (Marketing)
- Advanced Diploma of Business (Marketing) – major in Public Relations
- Advanced Diploma of Business (Marketing) – major in Event Management
- Advanced Diploma of Business (Marketing) – major in Sport
- Advanced Diploma of Business (Marketing) – major in Entertainment
- Advanced Diploma of Business (Marketing) – major in Advertising
- Advanced Diploma of Business (Marketing) – major in 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).

COURSE DATES

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

There is a second intake for one qualification only ie. the Advanced Diploma of Business (Marketing) – major in Event Management. The second intake is in July and concludes in June the following year.

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. This includes the Internship Program which is treated the same as “in class” hours.

INTERNSHIP PROGRAM

APM offers you a unique opportunity to work 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

There are several staff members whose function is to assist you if you have any difficulties. The Faculty Head assists in all academic issues, problems in understanding subjects, the need for additional tuition etc. Our Internship Manager will help you apply for internship company positions and deal with any issues that may arise while you are working for the company. And our General Manager is always available to discuss any issues or problems you may face.



INDUSTRY ACCREDITATION

APM is the only education provider, whether it be a 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.

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



GOVERNMENT ACCREDITATION

APM is a Registered Training Provider (RTO Provider Code 90378) and our courses are accredited by the following bodies:

- Australian National Training Authority (ANTA)
- NSW Vocational Education and Training Accreditation Board (VETAB)
- Commonwealth Register for Institutions and Overseas Students (CRICOS Provider Code 01897A)
- Australian Council for Private Education and Training (ACPET)

UNIVERSITY PATHWAYS

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

- University of Newcastle
- Wollongong University
- University of Western Sydney
- Charles Sturt University
- Southern Cross University
- Bond University
- University of Canberra
- LaTrobe University

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

“I graduated from APM’s event management course in 2001. As soon as I returned to Brazil I found work in an events agency in an Account Executive role. APM gave to me the push I needed to start a new career.”

Alex Pisa - Brazil

“Being in a class mainly of Australians improved my English skills immediately. The internship gave me the international work experience that I knew an employer back home would see as valuable. It worked!”

Suzie Chan - Malaysia

HOW TO APPLY

1. If you wish to enrol please contact Di Baily, Administration Manager (di@apm.edu.au) for the detailed *Enrolment Information* 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*.

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

3. 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. A telephone interview between you and APM will be required if you do not have an interview in Sydney.

4. Following 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.

5. 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.

Some of the hundreds of companies that have taken APM students as interns and employees:

- Australian Airlines Limited
- Australian Rugby Union
- Basketball NSW
- Blackmores
- Bliss Models and Management
- EMI Music
- Estee Lauder
- iLeo
- Kaleidoscope Marketing Communications
- Paramount Home Entertainment
- Planet Ark
- Rip Curl
- Roadshow Films
- Ronald McDonald House
- Shock Records
- Soccer NSW
- Surfing NSW
- Sydney Festival
- Yahoo! Australia & New Zealand

LIVING COSTS

The cost of living in Australia is very cheap compared to the UK or USA. An estimate of the costs for a student living in Australia for 52 weeks is as follows:

	Per week	Per year
Accommodation (shared room)	\$A100	\$A5,200
Travel	\$A35	\$A1,820
Food	\$A80	\$A4,160
Total		\$A11,180 (or \$215 per week)

WORKING IN AUSTRALIA

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 \$A15 per hour. That means you can earn approximately \$A300 per week, which is more than the average cost of living in Australia as shown above.

FURTHER ENQUIRIES

Email: enquiries@apm.edu.au

Telephone: + 61 2 9954 7377

Web: www.apm.edu.au

