A CAREER IN EVENT MANAGEMENT

The Bachelor of Business (Event Management) is a course designed for students who want to gain extensive skills in managing, designing, planning, creating and implementing events as an Event Planner in the wider community.

Possible job titles relevant to graduates of the program include:
» Event Coordinator
» Account Manager
» Conference Coordinator
» Fundraising Officer
» Marketing Officer
» Exhibitions Coordinator
» Events Administrator

INDUSTRY AND JOBS

Upon graduation, you will be competent in a broad range of event management operations underpinned by an array of business management skills and abilities to plan, carry out and evaluate events. You will have the ability to operate independently, have responsibility for others and make a range of operational business decisions as appropriate to a departmental or small business manager.

OVERVIEW

The Bachelor of Business Event Management specialisation will help students gain the practical and theoretical knowledge to design, plan, create, implement and market varying events. From community organisations and sporting events to weddings and conferences, this event management course will teach you to manage events of every scope and size.

With this course you will also:
- Learn about venue and facility management, event logistics and risk and event development
- Develop skills in strategic management and event sponsorship and promotion
- Gain potential and theoretical knowledge in related fields of marketing, business and accounting

For more information call 1300 762 129 or visit:
> MARTINCOLLEGE.EDU.AU/EVENTSDegree
2014 START DATES AND FEES

<table>
<thead>
<tr>
<th>Course</th>
<th>Location</th>
<th>Start dates*</th>
<th>Length</th>
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<tbody>
<tr>
<td>Bachelor of Business (Event Management)</td>
<td>Fee-HELP</td>
<td>7 Jul, 3 Nov</td>
<td>2 year fast track: 12 units per year</td>
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<td></td>
<td>B, OL</td>
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<td>3 years: 8 units per year</td>
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<td>Each unit: 14 weeks (including 1 week personal study &amp; 1 week exams)</td>
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*B: Brisbane  OL: Online Learning

ENTRY REQUIREMENTS

Martin College has identified the following as entry requirements for the Bachelor of Business (Event Management) program:

- Completion of an Australian Senior Secondary Certificate of Education, or its equivalent, at an appropriate level. For example: a senior secondary certificate of education with an ATAR of 63.4/UAI of 60.0, and passes in relevant academic subjects including English; AND
- 18 years of age or over; OR
- Mature age entry (aged 21 or over) with relevant work experience OR
- Successful completion of a relevant Diploma.

DELIVERY

This course is available both on campus and online. Students whose personal situation does not allow them to attend campus will be able to complete the course in either a blended mode of on and off campus or fully off campus.

ONLINE LEARNING

Online Learning is the ideal way to gain a nationally recognised qualification without needing to sacrifice your work and life commitment.

Advantages of studying by Online Learning

- Adjust your study schedule to fit around other commitments
- Access our advanced eLearning platform Study Smart to collaborate with teachers and other learners
- Full support during office hours via email from a dedicated tutor
- Enjoy all the benefits of studying at Martin College – such as the Career Starter Program
- Transfer to on-campus if you wish
- Enrol any time

WHAT IS THE MARTIN COLLEGE CAREER STARTER PROGRAM?

The Career Starter Program provides a link between academic studies and your career. It is designed to help launch your career by teaching you job search skills, giving you practical experience, and helping you to find employment after you graduate.

All Martin College students can access the Career Starter Program. While you are studying, you can attend seminars given by industry-experts who will teach you how to look for work, and how to plan your career.

The Career Starter Program will support your transition into the workforce. You will be able to access a wide range of employment opportunities through the Martin College job portal.

PROGRAM STRUCTURE

To achieve a Bachelor of Business a total of 24 subjects must be completed:

- 8 core subjects at level 100
- 6 core and 2 electives subjects at level 200
- 6 core and 2 electives subjects at level 300

STUDY PROGRAM - BACHELOR OF BUSINESS (EVENT MANAGEMENT)

LEVEL 100

- Introduction to Management
- Introduction to Marketing
- Introduction to Accounting
- Introduction to Business Law
- Effective Business Communication
- Information Management Systems
- Introduction to HRM
- Economics for Business

LEVEL 200

- Event Industry Fundamentals
- Project Management
- Ethics and Corporate Social Responsibility
- Event Development
- Event and Leisure Management
- Understanding and Using Research
- Level 200 Elective (selected from across all Business streams)

LEVEL 300

- Strategic Management
- Event Logistics and Risk
- Environmental/Sustainable Practice
- Venue and Facility Management
- Event Sponsorship and Promotion
- Professional Industry Engagement
- Level 300 Elective (selected from across all Business streams)

Graduates of this program receive the qualification of Bachelor of Business-Event Management (BUSEMC).

Study Group Australia Pty Limited (RTO 5806) CRICOS Provider Code: 01682E
2050AA.03.14