



APC INFORMATION GUIDE

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*Australian Pacific College is an accredited Registered Training Organisation (RTO) that has been delivering quality education programs since 1994.*

## WELCOME MESSAGE

I am delighted to have the opportunity to introduce APC to you. Our programs are designed to maximise the academic potential of each student and open pathways and opportunities through education. A comprehensive and challenging curriculum has been developed to offer maximum

flexibility for students to achieve their academic and professional goals. It is delivered by highly dedicated teachers with extensive experience in guiding students to reach their full potential.

Nothing is more liberating than education. At APC we offer all of our students a rewarding

education and encourage them to reach for the stars. I invite you to be part of an unforgettable learning experience and look forward to sharing the successes of studying at APC.



### Sharon Luhr

STAFF MEMBER SINCE 1994  
Principal Academic Director,  
M.Ed (Language and Literacy),  
Grad Dip (Career Education),  
Dip. Teach  
Cert IV in Training & Assessment  
Cert III in Library Services  
Dip. of Library & Info. Services  
Dip. Social Media Marketing & ORM  
Dip. Vocational Education and Training

## HISTORY

- ▶ Australian Pacific College was established in 1993 initially offering English Language Intensive Courses for Overseas Students (ELICOS) at the Kent Street campus in Sydney.
- ▶ In 1999, APC opened its Clarence Street campus and offered Business courses in Sydney.
- ▶ In 2003, APC won the Australian-Latin America Business Council Austrade 'Language Education Award'.
- ▶ In 2006, Manly Beach campus opened.
- ▶ In 2008, Bondi Junction campus opened and expanded in 2009.
- ▶ In 2010, APC Queen Street Brisbane campus opened.
- ▶ In 2014, APC Albert Street Brisbane campus opened.
- ▶ In 2014, APC Sydney celebrated 20 years in International Education.
- ▶ In 2015, APC Lonsdale Street Melbourne campus opened.
- ▶ In 2018, APC Gold Coast and APC Queen Street Melbourne campus opened.
- ▶ Currently APC has more than 10,000 students studying in our programs each year.
- ▶ Over 120 different nationalities study at APC each year.
- ▶ Our VET programs are recognised at 14 universities and other institutions around Australia.

APC offers Accounting, Business, Hospitality, Human Resources, Leadership and Management, Marketing and Communication, Project Management, Social Media Marketing, TESOL and Tourism courses.

APC is dedicated to Quality, Equity and Advancement in education and is a unique and enjoyable place to learn.

### FACILITIES AND RESOURCES

Australian Pacific College has campuses located in Sydney CBD, Manly Beach, Bondi Junction, Brisbane CBD, Gold Coast and Melbourne CBD.

Each campus has modern, well-equipped classrooms as well as computer rooms and student common areas which incorporate student kitchen facilities.

Australian Pacific College has arrangements with local libraries for students to use their facilities and resources to assist them in completing their assignments.

# LEARNING ENVIRONMENT

## LIVING IN SYDNEY

Sydney is recognised as a safe, clean city with fresh air and numerous trees, parks and green spaces.

It also has stunning beauty including wonderful surfing beaches where you can walk and swim in safety. If sport appeals to you, there is a great variety from which to choose. Australians love sport and either participate in their favourite sport or watch it regularly.



Within walking distance from APC are many cultural and historical places which form the very heart of the city: the Rocks area – rich in history from the colonial past, the Opera House, Darling Harbour, the State Library, Chinatown and some of the world’s finest shopping centres. Sydney has it all and it is all within a five minute train ride or walking distance from the College.



## CLIMATE

Sydney’s climate is temperate with 300 days a year of sunshine on average. The wettest months are March to May, the coldest month is July and the hottest months are January and February.



## COST OF LIVING

The cost of living in Sydney is comparable to the USA, Western Europe and the United Kingdom.

The average living cost for international students is approximately AU\$18,800 to AU\$22,000 per year. This cost does not include tuition fees.



## TRANSPORTATION

APC Sydney campuses are conveniently located close to major transport links.

## POPULATION

Sydney has a population of more than 5 million.



*Our Brisbane campus is located in the centre of the city, right on Albert Street, which is Queensland’s premier shopping and entertainment destination.*



## LIVING IN BRISBANE

Brisbane, the capital of Queensland – known as the “Sunshine State” – is a dynamic, cosmopolitan, safe and friendly city, once voted Australia’s most livable city. It is surrounded by some of the most popular sightseeing places in Australia: the Gold & Sunshine Coasts, beautiful sand islands, zoos and theme parks.

The city is also renowned as the education centre of Queensland as it is home to nine universities.



## CLIMATE

Brisbane has a comfortable subtropical climate. The average maximum daily temperature throughout the year is around 25 degrees, with an average of 300 days of sunshine per year.



## COST OF LIVING, TRANSPORTATION

Living costs are comparatively lower than Sydney’s and public transport is affordable and accessible. The amazing weather, excellent quality of life on offer and the friendly people make Brisbane the perfect Australian city in which to live and study.



## POPULATION

Brisbane has a population of around 2.4 million. The greater Brisbane area is spread out over more than 4,500 square kilometres.





Located right on the beach with a beautiful wrap-around balcony for you to sit back and relax between classes, our Gold Coast campus is the perfect way for you to enjoy Australia's beautiful laid-back lifestyle and excellent quality of life.



### CLIMATE

Queensland's Gold Coast has a subtropical climate with around 300 days of sunshine per year. With almost year-round sunshine and gorgeous white-sandy beaches, it's no wonder our brand new campus on the Gold Coast has got everyone talking!



### POPULATION

The Gold Coast is the 6th largest city in Australia with an estimated population of just over 580,000 people, stretching over 57 km of pristine coastline.

### LIVING ON THE GOLD COAST

Everything you could hope for in a new home can be found right here on the sunny Gold Coast. Luscious green nature, uninterrupted coastline, world-class education and a lively nightlife.

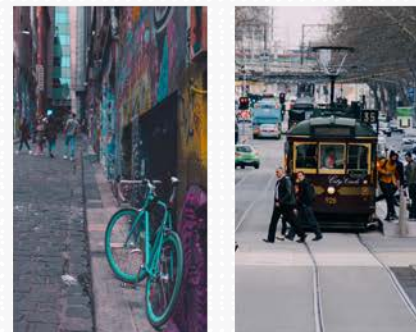


### COST OF LIVING, TRANSPORTATION

The cost of living on the Gold Coast is lower than Sydney, Melbourne and Brisbane. Getting around is easy with its fully equipped transport system, consisting of buses, trains and trams.



Our Melbourne campuses are close to all public transport and are just a short walk to the main shopping complexes and all the major tourist venues in Melbourne CBD. A perfect place to study while taking advantage of all that Melbourne has to offer.



### CLIMATE

Melbourne has a moderate climate and is well known for its changeable weather conditions. It is a little colder than other mainland Australian state capital cities in the winter with only a small variation in winter temperatures. Melbourne summers are notable for occasional days of extreme heat.



### POPULATION

The population of Melbourne is around 4.8 million.



### LIVING IN MELBOURNE

Melbourne, the second biggest city in Australia, is a safe, friendly and cosmopolitan city. It is sometimes called the cultural capital of Australia as it has a lot to offer in terms of theatre, music and the arts. Melbourne has a lot of great places to shop as well as numerous restaurants and its vibrant atmosphere make it a great choice for study and travel.

Melbourne is very well-designed and it is really easy get around due to its systematic layout. Within an hour's travel from the city there are beaches, wineries and other attractions.



### COST OF LIVING, TRANSPORTATION

Melbourne is the second most expensive city in Australia after Sydney and the cost of living is comparable to the USA, Western Europe and the UK.

The transport system in Melbourne is very organised. Melbourne public transport includes buses, trains and trams. The Myki card, which is used for all public transport, is relatively inexpensive compared to other Australian capital cities.

# OUR COURSES AT A GLANCE



MORNING SESSION



EVENING SESSION



MORNING & EVENING SESSIONS



## COURSES

## LOCATIONS

Brisbane Gold Coast Melbourne Sydney Bondi Manly



### VOCATIONAL COURSES (may be stand alone or packaged):

COURSES	Brisbane	Gold Coast	Melbourne	Sydney	Bondi	Manly	
Certificate II in Business			✓	✓	✓	✓	13
Certificate III in Business	✓	✓	✓	✓	✓	✓	13
Certificate IV in Leadership & Management	✓		✓	✓	✓	✓	14
Diploma of Leadership & Management	✓	✓	✓	✓	✓	✓	14
Advanced Diploma of Leadership & Management	✓	✓	✓	✓	✓	✓	15
Diploma of Social Media Marketing	✓	✓	✓	✓		✓	29
Certificate IV in Marketing & Communication	✓		✓	✓	✓	✓	16
Diploma of Marketing & Communication*	✓		✓	✓	✓	✓	16
Advanced Diploma of Marketing & Communication*	✓	✓	✓	✓	✓	✓	17
Certificate IV in Project Management Practice	✓		✓	✓	✓	✓	18
Diploma of Project Management	✓	✓	✓	✓	✓	✓	18
Advanced Diploma of Program Management*	✓	✓	✓	✓	✓	✓	19
Certificate IV in Human Resources	✓		✓	✓	✓		20
Diploma of Human Resources Management	✓		✓	✓	✓	✓	20
Advanced Diploma of Management (Human Resources)	✓		✓	✓		✓	21
Certificate III in Travel	✓		✓	✓	✓	✓	22
Diploma of Travel and Tourism Management* (including Certificate III in Travel)	✓		✓	✓	✓	✓	23
Certificate IV in Accounting	✓		✓	✓	✓		24
Diploma of Accounting*	✓		✓	✓	✓		24
Advanced Diploma of Accounting*	✓		✓	✓	✓		25
Certificate III in Hospitality				✓	✓		26
Diploma of Hospitality Management (including Certificate III in Hospitality)				✓	✓	✓	27
Certificate IV in Communicative TESOL	✓		✓	✓			28

\* Pre-requisites apply.  
Information correct at time of publication and is subject to change without notice.

For more information and current session details, please refer to [www.apc.edu.au](http://www.apc.edu.au)



## MANAGEMENT

- ▶ CERTIFICATE IV IN LEADERSHIP AND MANAGEMENT
- ▶ DIPLOMA OF LEADERSHIP AND MANAGEMENT
- ▶ ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT



## PROJECT MANAGEMENT

- ▶ CERTIFICATE IV IN PROJECT MANAGEMENT PRACTICE
- ▶ DIPLOMA OF PROJECT MANAGEMENT
- ▶ ADVANCED DIPLOMA OF PROGRAM MANAGEMENT



## TOURISM

- ▶ CERTIFICATE III IN TRAVEL
- ▶ DIPLOMA OF TRAVEL AND TOURISM MANAGEMENT (INCLUDING CERTIFICATE III IN TRAVEL)



## HOSPITALITY

- ▶ CERTIFICATE III IN HOSPITALITY
- ▶ DIPLOMA OF HOSPITALITY MANAGEMENT (INCLUDING CERTIFICATE III IN HOSPITALITY)



ENGLISH UNLIMITED

Our sister school, English Unlimited, provides quality English programs to help you reach your English language goals fast.



## BUSINESS

- ▶ CERTIFICATE II IN BUSINESS
- ▶ CERTIFICATE III IN BUSINESS



## MARKETING

- ▶ DIPLOMA OF SOCIAL MEDIA MARKETING
- ▶ CERTIFICATE IV IN MARKETING AND COMMUNICATION
- ▶ DIPLOMA OF MARKETING AND COMMUNICATION
- ▶ ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION



## HUMAN RESOURCES

- ▶ CERTIFICATE IV IN HUMAN RESOURCES
- ▶ DIPLOMA OF HUMAN RESOURCES MANAGEMENT
- ▶ ADVANCED DIPLOMA OF MANAGEMENT (HUMAN RESOURCES)



## ACCOUNTING

- ▶ CERTIFICATE IV IN ACCOUNTING
- ▶ DIPLOMA OF ACCOUNTING
- ▶ ADVANCED DIPLOMA OF ACCOUNTING



## TESOL

- ▶ CERTIFICATE IV IN COMMUNICATIVE TESOL

# INTRODUCING OUR VOCATIONAL COURSES



- ▶ BUSINESS
- ▶ LEADERSHIP AND MANAGEMENT
- ▶ MARKETING
- ▶ PROJECT MANAGEMENT
- ▶ HUMAN RESOURCES
- ▶ TRAVEL AND TOURISM
- ▶ ACCOUNTING
- ▶ HOSPITALITY
- ▶ TESOL
- ▶ SOCIAL MEDIA MARKETING

Australian Pacific College (APC) offers courses in Accounting, Business, Hospitality, Human Resources, Leadership and Management, Marketing and Communication, Project Management, TESOL, Social Media Marketing and Tourism for those students who wish to gain a broad understanding of, and to develop skills necessary for, practical application of knowledge within these career areas.

The courses are designed to maximise both the academic and professional pursuits of students by creating pathways to employment opportunities and further education in their respective fields.

All our courses are nationally accredited through the Australian Skills Quality Authority (ASQA).



From classes I learnt a lot and it made me more interested to follow my dream. I got high marks and fortunately I passed the interview for cabin crew position at Qatar Airways before graduation from APC. I will never forget how APC staff were happy for me.

Anna Jayhun Kim  
(Korea)

## CERTIFICATE II IN BUSINESS BSB20115



COURSE OVERVIEW DURATION: 12 WEEKS APPROXIMATELY 3 MONTHS

This qualification reflects the role of individuals who perform a range of mainly routine tasks using limited practical skills and fundamental operational knowledge in a defined context, working under direct supervision.

The course is designed for students who are seeking to gain an understanding of business fundamentals within the Australian context and who may be interested

in gaining employment at entry level administrative or customer service roles such as:

- ▶ Administration Assistant
- ▶ Clerical Worker
- ▶ Data Entry Operator
- ▶ Information and Customer Service Desk Clerk
- ▶ Office Junior

The course will also assist students to develop higher level skills in the following areas:

- ▶ Communication
- ▶ Teamwork in a business environment
- ▶ Problem solving
- ▶ Innovation and enterprise
- ▶ Planning and organising (prioritising)
- ▶ Deliver customer service

### COURSE CONTENT AND STRUCTURE

#### 4 SUBJECTS

1. Workplace Communication
2. Working Effectively
3. Workplace Administration
4. Basic WHS

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group projects and presentations.

#### ENTRY REQUIREMENTS

**Academic:** Successful completion of Australian Year 10 or equivalent at minimum.  
**English language proficiency\*:** Minimum of 4 weeks at Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

## CERTIFICATE III IN BUSINESS BSB30115



COURSE OVERVIEW DURATION: 2 TERMS^ APPROXIMATELY 6 MONTHS

This qualification is designed for students who are seeking to gain an understanding of business fundamentals within the Australian context and who may be interested in gaining employment at a mid level administrative or customer service role.

The Certificate III in Business will provide the student with the training needed to work within the office environment in a variety of roles such as:

- ▶ Customer Service Advisor
- ▶ Data Entry Operator
- ▶ General Clerk
- ▶ Payroll Officer
- ▶ Typist
- ▶ Word Processing Operator

The Certificate III in Business will equip students with the skills needed to succeed in business both within Australia and internationally.

The course will also assist students to develop higher level skills in the following areas:

- ▶ Communication
- ▶ Teamwork
- ▶ Problem solving
- ▶ Learning
- ▶ Planning and organising
- ▶ Self-management
- ▶ Technology
- ▶ Initiative and enterprise

### COURSE CONTENT AND STRUCTURE

#### 6 SUBJECTS

1. Effective Writing
2. Customer Service
3. Advanced Team Work
4. Resource Management
5. Basic Bookkeeping
6. Fundamentals of WHS

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group projects and presentations.

#### ENTRY REQUIREMENTS

**Academic:** Successful completion of Australian Year 10 or equivalent at minimum.  
**English language proficiency\*:** Successful completion of 10 weeks of General English at Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

^One term = 12 weeks (9 weeks study period and 3 weeks course break between study period except Christmas / New Year break is 7 weeks).

\* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)

## CERTIFICATE IV IN LEADERSHIP AND MANAGEMENT BSB42015

**COURSE OVERVIEW** DURATION: 4 TERMS^ APPROXIMATELY 12 MONTHS

This qualification prepares students for team leadership and management roles in a wide range of organisational and industry contexts. Typically they would report to a manager. At this level managers provide leadership

and guidance to others and take responsibility for the effective functioning and performance of the team and its work outcomes.

### Job roles

- ▶ Coordinator
- ▶ Leading Hand
- ▶ Supervisor
- ▶ Team Leader



### COURSE CONTENT AND STRUCTURE

#### 11 SUBJECTS

1. Presentation Skills
2. Financial Reporting
3. Complex Documents
4. Team Leadership
5. Risk Management 1
6. Workplace Operations
7. Effective Leadership
8. Leadership Communication
9. Workplace Diversity
10. Workplace Leadership
11. Innovation 1

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group projects and presentations.

#### ENTRY REQUIREMENTS

**Academic:** Australian Year 11 or equivalent, or Certificate III in a related field.  
**English language proficiency\*:** Successful completion of 10 weeks of General English at Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

## DIPLOMA OF LEADERSHIP AND MANAGEMENT BSB51918

**COURSE OVERVIEW** DURATION: 4 TERMS^ APPROXIMATELY 12 MONTHS

This qualification prepares students by providing knowledge and skills to work in leadership and management roles across a range of enterprise and industry contexts.

It assists them to develop initiative and judgement in planning, organising, implementing and monitoring their own workload and the workload of others. It also develops communication skills to support individuals and teams to

meet organisational or enterprise requirements and strategies to plan, design, apply and evaluate solutions to unpredictable problems and to identify, analyse and synthesise information from a variety of sources.



### COURSE CONTENT AND STRUCTURE

#### 11 SUBJECTS

1. Manage Quality Customer Service
2. Risk Management 2
3. Advanced Management of WHS
4. Performance Management
5. Fundamentals of Human Resources
6. Operational Planning
7. Manage Industrial Relations
8. Financial Management 1
9. Emotional Intelligence
10. Effective Workplace Relationships
11. Manage Diversity 1

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group projects and presentations.

#### ENTRY REQUIREMENTS

**Academic:** Australian Year 11 or equivalent, or Certificate IV in a related field.  
**English Language Proficiency\*:** Successful completion of 10 weeks of General English at Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

## ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT BSB61015

**COURSE OVERVIEW** DURATION: 4 TERMS^ APPROXIMATELY 12 MONTHS

This qualification prepares students to work in roles with senior or managerial responsibilities. They may oversee the work of others or have specialised roles

where they do not supervise others but provide strategic leadership. This qualification is suitable for students seeking employment as:

- ▶ Area Manager
- ▶ Department Manager
- ▶ Regional Manager



### COURSE CONTENT AND STRUCTURE

#### 11 SUBJECTS

1. Organisation Management
2. Excellence in Leadership
3. Systematic WHS
4. Manage Diversity 2
5. Manage Customer Engagement
6. Strategic Planning
7. Financial Management 2
8. Employee Relations 2
9. Business Planning
10. Advanced Resource Management
11. Advanced HR Management

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group projects and presentations.

#### ENTRY REQUIREMENTS

**Academic:** Australian Year 12 or equivalent, or Diploma in a related field.  
**English Language Proficiency\*:** Successful completion of 10 weeks of General English at Upper Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

^One term = 12 weeks (9 weeks study period and 3 weeks course break between study period except Christmas / New Year break is 7 weeks).

\* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)

^One term = 12 weeks (9 weeks study period and 3 weeks course break between study period except Christmas / New Year break is 7 weeks).

\* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)



## CERTIFICATE IV IN MARKETING AND COMMUNICATION BSB42415

**COURSE OVERVIEW** DURATION: 4 TERMS\* APPROXIMATELY 12 MONTHS

The Certificate IV in Marketing and Communication is designed to introduce students to basic marketing concepts while developing a comprehensive understanding of consumer behaviour, leadership skills and networking.

Students who graduate from this qualification will be able to provide leadership and guidance to others with some limited responsibility for the output of others, however graduates

will typically report to a more senior marketing practitioner. The Certificate IV in Marketing will provide students with the training they need to work within the business environment in a variety of roles such as:

- ▶ Direct Marketing Officer
- ▶ Market Research Assistant
- ▶ Marketing Coordinator
- ▶ Marketing Officer
- ▶ Public Relations Officer

The course will also assist students to develop higher level skills in the following areas:

- ▶ Communication
- ▶ Teamwork
- ▶ Problem solving
- ▶ Initiative and enterprise
- ▶ Planning and organising
- ▶ Self management
- ▶ Learning
- ▶ Technology



### COURSE CONTENT AND STRUCTURE

#### 11 SUBJECTS

1. Marketing Communication 1
2. Marketing Communication 2
3. Digital Solutions
4. Presentation Skills
5. Marketing Ideas
6. Selling Directly
7. Market Profiles
8. Fundamentals of Public Relations
9. Effective Leadership
10. Products and Services
11. Digital Media

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group projects and presentations.

#### ENTRY REQUIREMENTS

**Academic:** Successful completion of Australian Year 11 or equivalent at minimum, or Certificate III in a related field.

**English language proficiency\*:** Successful completion of 10 weeks of General English at Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

## DIPLOMA OF MARKETING AND COMMUNICATION BSB52415

**COURSE OVERVIEW** DURATION: 4 TERMS\* APPROXIMATELY 12 MONTHS

The Diploma of Marketing and Communication reflects the role of individuals who possess a sound theoretical knowledge base in marketing management and demonstrate a range of managerial skills to ensure that marketing functions are effectively conducted in an organisation or business area. Typically they would have responsibility for the work of other staff and lead

teams in conducting marketing campaigns. Possible job titles relevant to this qualification include:

- ▶ Marketing Manager
- ▶ Marketing Team Leader
- ▶ Product Manager
- ▶ Public Relations Manager

The course will also assist students to develop higher level skills in the following areas:

- ▶ Communication
- ▶ Teamwork
- ▶ Problem solving
- ▶ Initiative and enterprise
- ▶ Planning and organising
- ▶ Self management
- ▶ Learning
- ▶ Technology



### COURSE CONTENT AND STRUCTURE

#### 11 SUBJECTS

1. Marketing Communication Plans
2. Marketing Projects
3. Market Trends
4. Marketing Opportunities 1
5. Market Research 1
6. Crisis Management
7. Marketing Activities 2
8. Media Plan
9. Marketing Mix
10. Marketing in a Digital World
11. Client Accounts

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group projects and presentations.

#### ENTRY REQUIREMENTS

**Academic:** Successful completion of Certificate IV in Marketing and Communication BSB42415.

**English language proficiency\*:** Successful completion of 10 weeks of General English at Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

## ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION BSB61315

**COURSE OVERVIEW** DURATION: 4 TERMS\* APPROXIMATELY 12 MONTHS

The Advanced Diploma of Marketing and Communication reflects the role of individuals who possess a sound theoretical knowledge base in marketing management and demonstrate a range of managerial skills to ensure that marketing functions are effectively conducted in an organisation or business area. Typically they would have responsibility for the work of other staff and lead teams in conducting

marketing campaigns. Possible job titles relevant to this qualification include:

- ▶ Marketing Director
- ▶ Marketing Strategist
- ▶ National, Regional or Global Marketing Manager

The course will also assist students to develop higher level skills in the following areas:

- ▶ Communication
- ▶ Teamwork
- ▶ Problem solving
- ▶ Initiative and enterprise
- ▶ Planning and organising
- ▶ Self management
- ▶ Learning
- ▶ Technology



### COURSE CONTENT AND STRUCTURE

#### 12 SUBJECTS

1. Marketing Research 2
2. Marketing Objectives 2
3. Innovation 2
4. Marketing Plan
5. Marketing Opportunities 2
6. Manage Diversity 2
7. Marketing Process
8. International Marketing Programs
9. Strategic Planning
10. Advertising Campaigns
11. Financial Management 2
12. Knowledge and Information Management

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group projects and presentations.

#### ENTRY REQUIREMENTS

**Academic:** Successful completion of Diploma of Marketing and Communication BSB52415.

**English language proficiency\*:** Successful completion of 10 weeks of General English at Upper Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.



"I have been at APC for more than 3 years and have studied English, Business, Marketing, Management and now Travel. I love the Australian lifestyle and have enjoyed making new friends here."

Patrizia  
(Italy)

\*One term = 12 weeks (9 weeks study & 3 weeks course break). Please note the Christmas/New Year break is 7 weeks.  
\* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)

\*One term = 12 weeks (9 weeks study & 3 weeks course break). Please note the Christmas/New Year break is 7 weeks.  
\* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)

## CERTIFICATE IV IN PROJECT MANAGEMENT PRACTICE BSB41515

COURSE OVERVIEW DURATION: 2 TERMS^ APPROXIMATELY 6 MONTHS



This qualification prepares students to work in project management roles as members of a project team, with no direct responsibility for overall project outcomes.

They would support project outcomes and use project tools and methods as part of organisational or business activities.

- Job roles
- ▶ Contracts Officers
  - ▶ Project Administrators
  - ▶ Quality Officers
  - ▶ Small Business Operators

### COURSE CONTENT AND STRUCTURE

#### 6 SUBJECTS

1. Scope and Quality Management
2. Project Life Cycle Management
3. Project Communication
4. Project Risk 1
5. Project HR 1
6. Manage WHS Operations

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include essays, reports, group tasks, portfolios and/or presentations.

#### ENTRY REQUIREMENTS

**Academic:** Australian Year 11 or equivalent, or Certificate III in a related field.  
**English language proficiency\*:** Successful completion of 10 weeks of General English at Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.



## DIPLOMA OF PROJECT MANAGEMENT BSB51415

COURSE OVERVIEW DURATION: 4 TERMS^ APPROXIMATELY 12 MONTHS



This qualification prepares students to manage projects in a variety of contexts, across a number of industry sectors.

It develops the skills to initiate, plan, execute and evaluate their own work and/or the work of others.

- Job roles
- ▶ Project Coordinator
  - ▶ Project Management Officer
  - ▶ Project Team Member
  - ▶ Project or Program Administrator

### COURSE CONTENT AND STRUCTURE

#### 11 SUBJECTS

1. Project Scope
2. Project Time
3. Information and Communication
4. Project HR 2
5. HR Management
6. Project Risk 2
7. Project Quality
8. Project Costs
9. Risk Management 2
10. Financial Management 1
11. Integration

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group projects and presentations.

#### ENTRY REQUIREMENTS

**Academic:** Australian Year 12 or equivalent, or Certificate IV in a related field.  
**English Language Proficiency\*:** Successful completion of 10 weeks of General English at Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

## ADVANCED DIPLOMA OF PROGRAM MANAGEMENT BSB61218

COURSE OVERVIEW DURATION: 4 TERMS^ APPROXIMATELY 12 MONTHS



This qualification prepares students to apply specialised knowledge and skills, together with experience in program management, across a range

of contexts. It develops skills needed to direct, plan and lead a range of program functions, with accountability for personal and team outcomes.

- Job roles
- ▶ Program Manager
  - ▶ Project Manager

### COURSE CONTENT AND STRUCTURE

#### 11 SUBJECTS

1. Team Effectiveness
2. Financial Management 2
3. HR Planning
4. Manage Benefits
5. Initiate Programs
6. Program Risk
7. Stakeholder Engagement
8. Project Leadership
9. Business Cases
10. Alliances
11. Program Governance

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group projects and presentations.

#### ENTRY REQUIREMENTS

**Academic:** Students are required to have successfully completed the Diploma of Project Management.  
**English Language Proficiency\*:** Successful completion of 10 weeks of General English at Upper Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

^One term = 12 weeks (9 weeks study period and 3 weeks course break between study period except Christmas / New Year break is 7 weeks).  
\* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)

^One term = 12 weeks (9 weeks study period and 3 weeks course break between study period except Christmas / New Year break is 7 weeks).  
\* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)

## CERTIFICATE IV IN HUMAN RESOURCES BSB41015



**COURSE OVERVIEW** DURATION: 4 TERMS^ APPROXIMATELY 12 MONTHS

This qualification prepares students to work in support positions in human resources management. In smaller companies they may work across all human resources areas. In larger companies they may work in teams

focussed on specific human resources functions, such as workforce planning or human resources information systems. Job roles suited for this qualification include:

- Job titles may include:
- ▶ Human Resources Assistant
  - ▶ Human Resources Officer
  - ▶ Human Resources Administrator
  - ▶ Human Resources Coordinator

### COURSE CONTENT AND STRUCTURE

#### 10 SUBJECTS

1. Presentation Skills
2. Basic Documents
3. Risk Management 1
4. Effective Leadership
5. HR Functions
6. Manage WHS Operations
7. Industrial Relations Procedures
8. Staff Recruitment
9. Complex documents
10. Performance Processes

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include essays, reports, group tasks, portfolios and/or presentations.

#### ENTRY REQUIREMENTS

**Academic:** Australian Year 11 or equivalent, or Certificate III in a related field.  
**English language proficiency\*:** Successful completion of 10 weeks of General English at Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

## ADVANCED DIPLOMA OF MANAGEMENT (HUMAN RESOURCES) BSB60915



**COURSE OVERVIEW** DURATION: 3 TERMS^ APPROXIMATELY 9 MONTHS

This qualification prepares students to work as human resources directors, strategists and national, regional or global human resources managers in roles where they provide leadership and plan the human resources activities of an organisation. For this reason they

need wide-ranging technical, creative, conceptual or managerial competencies. People in these roles are often accountable for group outcomes and for the overall performance of the human resources function of an organisation.

- Job titles may include:
- ▶ Human Resources Director
  - ▶ National Human Resources Manager
  - ▶ Regional Human Resources Manager

### COURSE CONTENT AND STRUCTURE

#### 8 SUBJECTS

1. Manage Diversity 2
2. HR Planning
3. Management of Change
4. Excellence in Leadership
5. Strategic Planning
6. Risk Management 2
7. Organisational Planning
8. Financial Management 1

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group projects and presentations.

#### ENTRY REQUIREMENTS

**Academic:** Australian Year 12 or equivalent, or Diploma in a related field.  
**English Language Proficiency\*:** Successful completion of 10 weeks of General English at Upper Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

## DIPLOMA OF HUMAN RESOURCES MANAGEMENT BSB50618



**COURSE OVERVIEW** DURATION: 2 TERMS^ APPROXIMATELY 6 MONTHS

This qualification prepares students to work in a variety of roles within the human resources sector by giving them a sound theoretical knowledge of human resources management and a range of managerial skills to ensure that human

resources functions are carried out effectively within their organisation. Typically they would have responsibility for the work of other staff.

- Job titles may include:
- ▶ Human Resources Manager
  - ▶ Human Resources Change Manager
  - ▶ Human Resources Consultant
  - ▶ Human Resources Manager

### COURSE CONTENT AND STRUCTURE

#### 6 SUBJECTS

1. Employee Relations 1
2. HR Services
3. Workforce Planning
4. Priorities and PD
5. HR Performance Management
6. WHS and Risk Management

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group projects and presentations.

#### ENTRY REQUIREMENTS

**Academic:** Australian Year 12 or equivalent, or Certificate IV in a related field.  
**English Language Proficiency\*:** Successful completion of 10 weeks of General English at Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.



^One term = 12 weeks [9 weeks study period and 3 weeks course break between study period except Christmas / New Year break is 7 weeks].  
\* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)

^One term = 12 weeks [9 weeks study period and 3 weeks course break between study period except Christmas / New Year break is 7 weeks].  
\* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)



## DIPLOMA OF TRAVEL AND TOURISM MANAGEMENT SIT50116

COURSE OVERVIEW DURATION: 6 TERMS<sup>^</sup> APPROXIMATELY 18 MONTHS

The course provides skills and knowledge for students to be competent in a range of well-developed international retail travel sales and operational skills together with a broad range of

managerial skills specialising in tourism operations.

Targeting the practical aspects and employability skills for the travel industry, this program will interest those wishing to work in a:

- ▶ travel agency
- ▶ tour operator
- ▶ cruise company
- ▶ airline



### COURSE CONTENT AND STRUCTURE

#### 20 SUBJECTS

1. Travel Industry Information
2. Customer Service & Sales Techniques
3. Australian Destinations
4. Make Presentations
5. Social & Cultural Sensitivity
6. Normal International Airfares\*
7. Travel Products
8. Cruise Specialist
9. WHS1
10. Promotional International Airfares\*
11. Computer Reservations System (Galileo)<sup>^</sup>
12. International Destinations
13. Human Resources Management 1
14. Business Relationships
15. Quality Customer Service
16. WHS 2
17. Manage Diversity

18. Finance
19. Staff Management
20. Business Management

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group tasks, portfolios, role plays and/or presentations.

#### ENTRY REQUIREMENTS

**Academic:** Successful completion of Australian Year 11 or equivalent at minimum.

**English Language Proficiency\*:** Successful completion of 10 weeks of General English at Upper Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

Note: \*Pre-requisite for Promotional International Airfares is successful completion of Normal International Airfares.

<sup>^</sup> Pass mark for Galileo is 80%.

## CERTIFICATE III IN TRAVEL SIT30216

COURSE OVERVIEW DURATION: 3 TERMS<sup>^</sup> APPROXIMATELY 9 MONTHS

This course provides skills and knowledge for students to be competent in a range of well-developed international retail travel sales and operational skills.

Targeting the practical aspects and employability skills for the travel industry, this program will interest those wishing to work in a:

- ▶ retail travel agency
- ▶ corporate travel agency
- ▶ tour operator
- ▶ cruise company
- ▶ airline



### COURSE CONTENT AND STRUCTURE

#### 12 SUBJECTS

1. Travel Industry Information
2. Customer Service & Sales Techniques
3. Australian Destinations
4. Make Presentations
5. Social & Cultural Sensitivity
6. Normal International Airfares\*
7. Travel Products
8. Cruise Specialist
9. WHS1
10. Promotional International Airfares\*
11. Computer Reservations System (Galileo)<sup>^</sup>
12. International Destinations

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group tasks, portfolios and/or presentations.

#### ENTRY REQUIREMENTS

**Academic:** Successful completion of Australian Year 10 or equivalent at minimum.

**English Language Proficiency\*:** Successful completion of 10 weeks of General English at Upper Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

Note: \*Pre-requisite for Promotional International Airfares is successful completion of Normal International Airfares.

<sup>^</sup> Pass mark for Galileo is 80%.



<sup>^</sup>One term = 12 weeks (9 weeks study period and 3 weeks course break between study period except Christmas / New Year break is 7 weeks).

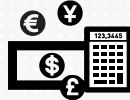
\* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)

<sup>^</sup>One term = 12 weeks (9 weeks study period and 3 weeks course break between study period except Christmas / New Year break is 7 weeks).

\* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)

## CERTIFICATE IV IN ACCOUNTING FNS40217

COURSE OVERVIEW DURATION: 4 TERMS^ APPROXIMATELY 12 MONTHS



This qualification reflects accounting job roles in financial services and other industries requiring accounting support functions.

- Job roles
- ▶ bookkeeper
  - ▶ BAS officer

### COURSE CONTENT AND STRUCTURE

#### 12 SUBJECTS

1. Financial Transactions
2. Accounting Industry
3. Business Documents
4. Business Activity Statements
5. Financial Reports
6. Payroll
7. Subsidiary Accounts
8. Computerised Accounting Systems
9. Business Tax
10. Financial Statements
11. Budgets
12. Accounting in the Cloud

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group tasks, portfolios and/or presentations.

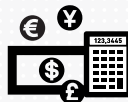
#### ENTRY REQUIREMENTS

**Academic:** Australian Year 11 or equivalent, or Certificate III in a related field.  
**English language proficiency\*:** Successful completion of 10 weeks of General English at Upper Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.



## DIPLOMA OF ACCOUNTING FNS50217

COURSE OVERVIEW DURATION: 4 TERMS^ APPROXIMATELY 12 MONTHS



This qualification prepares students for accounting job roles in financial services and other industries. They

develop skills to apply solutions, analyse and evaluate information from a variety of sources, plan,

coordinate and evaluate their own work and provide guidance to others.

### COURSE CONTENT AND STRUCTURE

#### 11 SUBJECTS

1. Financial Information
2. Income Tax Returns
3. Budget Management
4. Corporate Financial Reports
5. Workplace Relationships
6. Internal Control
7. Accounting Systems
8. Accounting Information
9. Job Costing
10. Statutory Reports
11. Financial Forecasts

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group tasks, portfolios and/or presentations.

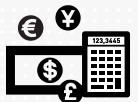
#### ENTRY REQUIREMENTS

**Academic:** Students are required to have successfully completed the Certificate IV in Accounting FNS40611 or FNS40615.  
**English Language Proficiency\*:** Successful completion of 10 weeks of General English at Upper Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

**Course materials:** \$10 per subject for hard copy (downloads not available for all subjects)

## ADVANCED DIPLOMA OF ACCOUNTING FNS60217

COURSE OVERVIEW DURATION: 4 TERMS^ APPROXIMATELY 12 MONTHS



This qualification reflects professional accounting job roles in financial services and other industries. It contributes to, but

does not encompass, educational requirements for providing tax agent services.

The primary pathway from this qualification is employment in the accounting profession.

### COURSE CONTENT AND STRUCTURE

#### 14 SUBJECTS

1. Income Tax Returns
2. Financial Information
3. Corporate Financial Reports
4. Corporate Governance
5. Financial Statistics
6. Financial Services Industry
7. Organisational Improvement
8. Financial Performance
9. Management Accounting
10. Financial Strategies
11. Complex Financial Reports
12. Financial Risk
13. Tax Plans
14. Tax Documentation

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group tasks, portfolios and/or presentations.

#### ENTRY REQUIREMENTS

**Academic:** Students are required to have successfully completed the Diploma of Accounting FNS50210 or FNS50215.  
**English Language Proficiency\*:** Successful completion of 10 weeks of General English at Upper Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

^One term = 12 weeks (9 weeks study period and 3 weeks course break between study period except Christmas / New Year break is 7 weeks).  
 \* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)

^One term = 12 weeks (9 weeks study period and 3 weeks course break between study period except Christmas / New Year break is 7 weeks).  
 \* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)

## CERTIFICATE III IN HOSPITALITY SIT30616



**COURSE OVERVIEW** DURATION: 3 TERMS^ APPROXIMATELY 9 MONTHS  
THIS COURSE INCLUDES A MANDATORY (UNPAID) WORK PLACEMENT OF 36 SHIFTS IN ADDITION TO TIMETABLED CLASSES.

This qualification provides the skills and knowledge for an individual to be competent in skilled operations with the need to apply discretion and judgement. Work would be undertaken in various hospitality settings, such as restaurants, hotels, motels, clubs,

pubs, cafes and coffee shops. Individuals may have some responsibility for others and provide technical advice and support to a team. Individuals with this multi-skilled qualification are able to perform roles

such as:  
 ▶ providing reception or front desk services  
 Possible job roles include:  
 ▶ Front Desk Receptionist  
 ▶ Hotel Reservation Clerk

### COURSE CONTENT AND STRUCTURE

#### 13 SUBJECTS

1. Hospitality Industry Information
2. Hospitality Service
3. Work Skills
4. Customer Service Experiences
5. WHS 1
6. Reception Services
7. Produce Business Documents
8. Visitor Information
9. Make Presentations
10. Hygiene
11. Finance 1

12. Human Resource Management 1
13. Business Documents

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, portfolios, group tasks and/or presentations. Assessment may also be undertaken during mandatory work placement.

#### ENTRY REQUIREMENTS

**Academic:** Successful completion of Australian Year 11 or equivalent at minimum.  
**English Language Proficiency\*:** Successful completion of 10 weeks of General English at Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.



## DIPLOMA OF HOSPITALITY MANAGEMENT SIT50416



**COURSE OVERVIEW** DURATION: 6 TERMS^ APPROXIMATELY 18 MONTHS  
THIS COURSE INCLUDES MANDATORY (UNPAID) WORK PLACEMENT OF 36 SHIFTS IN ADDITION TO TIMETABLED CLASSES.

This qualification provides the skills and knowledge for an individual to be competent as a manager in any hospitality functional area. This individual would possess a sound theoretical knowledge base and be able to use a range of specialised,

technical or managerial competencies to plan, carry out and evaluate their own work and/or the work of their team.  
 Work could be undertaken in various hospitality settings, such as:

- ▶ restaurants
- ▶ hotels
- ▶ catering operations
- ▶ motels
- ▶ clubs
- ▶ pubs
- ▶ cafes and coffee shops

### COURSE CONTENT AND STRUCTURE

#### 23 SUBJECTS

1. Hospitality Industry Information
2. Hospitality Service
3. Work Skills
4. Customer Service Experiences
5. WHS 1
6. Reception Services
7. Produce Business Documents
8. Visitor Information
9. Make Presentations
10. Hygiene
11. Finance 1
12. Human Resource Management 1
13. Business Documents
14. Work Operations
15. Operational Plans
16. Manage Diversity
17. WHS 2

18. Quality Customer Service
19. Business Relationships
20. Regulatory Requirements
21. Human Resource Management 2
22. Staff Management
23. Finance 2

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, portfolios, group tasks and/or presentations. Assessment may also be undertaken during mandatory work placement.

#### ENTRY REQUIREMENTS

**Academic:** Successful completion of Australian Year 12 or equivalent at minimum.

**English Language Proficiency\*:** Successful completion of 10 weeks of General English at Upper Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.



^One term = 12 weeks (9 weeks study period and 3 weeks course break between study period except Christmas / New Year break is 7 weeks).  
 \* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)

^One term = 12 weeks (9 weeks study period and 3 weeks course break between study period except Christmas / New Year break is 7 weeks).  
 \* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)



## CERTIFICATE IV IN COMMUNICATIVE TESOL 10298NAT

FOR NATIVE OR NEAR-NATIVE SPEAKERS OF ENGLISH

**COURSE OVERVIEW** DURATION: 2 TERMS<sup>^</sup> APPROXIMATELY 6 MONTHS



This course aims to develop the skills and knowledge required for teaching English to non-English speaking learners in a variety of contexts, both in Australia and overseas. It is designed for:

- ▶ People who are qualified teachers in their own countries but who wish to obtain a qualification in modern, communicative teaching

techniques, focusing on the teaching of oral English.

- ▶ People who are not qualified teachers but who wish to work as teaching assistants or otherwise in their own countries.
- ▶ People who wish to teach in ELICOS colleges in Australia or EFL (English as a Foreign Language) overseas.

During the course you will develop your understanding of essential theory related to Teaching English as a Second or Foreign Language whilst also developing your practical teaching skills in the classroom.

### COURSE CONTENT AND STRUCTURE

#### 6 SUBJECTS

1. Preparing for Learners, Reading and Writing
2. Teaching Learners, Reading and Writing
3. Preparing for Language, Listening and Speaking
4. Teaching Language, Listening and Speaking
5. Leading Learners
6. Preparing Grammar

#### ASSESSMENT

TESOL candidates are assessed through classroom teaching practicum and a portfolio.

#### ENTRY REQUIREMENTS

Applicants are required to attend an interview before starting the course.

**English Language Proficiency:** Successful completion of 10 weeks of General English at Advanced level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

#### PATHWAYS

Successful graduates who also hold an undergraduate degree will be eligible to teach English in Australia to non-English-speaking students. This qualification is also suitable for teaching overseas.

<sup>^</sup>TESOL = Teaching English to Speakers of Other Languages.

\* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)

## DIPLOMA OF SOCIAL MEDIA MARKETING 10118NAT



**COURSE OVERVIEW** DURATION: 4 TERMS<sup>^</sup> APPROXIMATELY 12 MONTHS

The Diploma of Social Media Marketing is the perfect course for students who wish to work as digital managers and social media marketing managers. It aims to provide graduates with social

media and digital marketing knowledge and skills required to perform the functions associated with these roles.

Possible job titles relevant to this qualification include:

- ▶ Digital/Social Media Coordinator
- ▶ Digital Marketing Assistant
- ▶ Communications Assistant
- ▶ Digital Manager
- ▶ Social Media Marketing Manager

### COURSE CONTENT AND STRUCTURE

#### 10 SUBJECTS

1. Content Marketing<sup>^</sup>
2. Niche SMM<sup>^</sup>
3. Marketing Mix
4. Brands in SMM
5. Market Trends<sup>\*</sup>
6. Email Marketing<sup>^</sup>
7. Marketing Audit
8. Marketing Communication Plans<sup>\*</sup>
9. Mainstream SMM<sup>^</sup>
10. Marketing Projects<sup>\*</sup>

#### ASSESSMENT

All vocational courses are assessed through a combination of assessment types that may include examinations, essays, reports, group tasks, portfolios and/or presentations.

#### ENTRY REQUIREMENTS

**Academic:** Successful completion of Australian Year 11 or equivalent, or a Certificate IV level course.

**English Language Proficiency <sup>\*</sup>:** Successful completion of 10 weeks of General English at Intermediate level (plus 80% attendance) at our sister school, English Unlimited, or at other approved providers or equivalent.

Note: <sup>\*</sup> These subjects are pre-requisites for Advanced Diploma of Marketing and Communication.

<sup>^</sup> Internal subject pre-requisites apply.



<sup>^</sup>One term = 12 weeks (9 weeks study period and 3 weeks course break between study period except Christmas / New Year break is 7 weeks).

\* For a free assessment of your current English level, please go to [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests)

# DIRECT ENTRY & ARTICULATION PATHWAYS

## RECOGNITION OF PRIOR LEARNING (RPL) AND CREDIT TRANSFER

Students may be eligible to obtain credits for individual modules as a result of experience gained in employment in the relevant business fields or from previous training or education. A fee is payable for assessing your RPL status.

## ARTICULATION, ADVANCED STANDING AND LEARNING PATHWAYS

APC Diploma & Advanced Diploma graduates can continue their studies in Business, Marketing, Tourism, Hospitality, Accounting or Management with credits in a related undergraduate program at most Australian Universities, provided they meet all the University's requirements. If you are interested in this pathway, please enquire.

VET ARTICULATION for ADVANCED STANDING to

<b>Blue Mountains International Hotel Management School</b> CRICOS Code: 00911E www.bluemountains.edu.au	<b>CQUniversity</b> CRICOS Code: 00219C www.cqu.edu.au	<b>Griffith University</b> CRICOS Code: 00233E www.griffith.edu.au	<b>James Cook University</b> CRICOS Code: 00117J www.jcub.edu.au
<b>Kaplan Business School</b> CRICOS Code: 02426B www.kbs.edu.au	<b>Southern Cross University</b> CRICOS Code: 01241G www.scu.edu.au	<b>University of Canberra</b> CRICOS Code: 00212K www.canberra.edu.au	<b>The University of Newcastle Australia</b> CRICOS Code: 00109J www.newcastle.edu.au
<b>University of New England (UNE)</b> CRICOS Code: 00003G www.une.edu.au	<b>University of Notre Dame</b> CRICOS Code: 01302F www.notredame.edu.au	<b>University of South Australia</b> CRICOS Code: 00121B www.unisa.edu.au	<b>University of Southern Queensland, Sydney campus</b> CRICOS Code: 02225M www.usq.edu.au
<b>University of the Sunshine Coast (USC)</b> CRICOS Code: 01595D www.usc.edu.au	<b>University of Wollongong</b> CRICOS Code: 00102E www.uow.edu.au		

For current and more information, please refer to our website at [www.apc.edu.au](http://www.apc.edu.au)

# UNIVERSITY PATHWAYS

## UNIVERSITY PATHWAYS

Our accredited programs are designed to maximise the academic potential of each student and open pathways and opportunities through education.

A comprehensive and challenging curriculum has been developed to offer maximum flexibility for students to achieve their vocational, professional and academic goals. High School Students who have completed the NSW HSC successfully, and have met the university entry requirements, qualify for direct entry to university.

For students who do not qualify for direct university entry, we offer other flexible study pathways and alternatives to university, directly from our programs, including CQUniversity, Macquarie University, Southern Cross University, University of New South Wales (Foundation Year), University of South Australia, University of Southern Queensland (Sydney campus), University of Wollongong, Western Sydney University and many others. Please enquire or check our website for regular updates.





# STUDENT SUPPORT SERVICES

## SERVICES AVAILABLE FOR APC STUDENTS

### 1. Airport Meet and Greet (upon request)

A college representative will meet you at the airport and transfer you to your accommodation.

### 2. Accommodation

► **Homestay:** Living in homestay accommodation can be one of the most rewarding and interesting aspects of a student's experience in Australia. Whilst fully immersed in a friendly home environment, students have the chance to experience Australian culture first hand and practise their English in natural contexts.

All homestay families are located within 40 minutes of our campuses by bus or train and are carefully selected by our staff following a thorough site inspection.

#### ► **Student Apartment/ Share Accommodation:**

Sharing a house or apartment is a great way to save on living expenses and surround yourself with like-minded international students. With affordable, centrally-located options, you can choose from self-contained apartments to single, double or triple rooms in

share houses. Both long and short term arrangements are available, making it a convenient option for your stay in Australia.

### 3. Welfare (Academic & Counselling)

Student welfare is important to the staff at APC. Younger students are given special attention and are observed carefully to ensure their continuing success within the program. Our experienced academic staff and teachers will assist students with educational matters or any enquiries they may have. All APC students are encouraged to make an appointment at student care if they require services such as:

- academic counselling
- grievance resolution
- further studies placement

### 4. APC Social Club

Our Social Activities Club gives all students many opportunities to make new friends or see their classmates out of class. We go to a wide variety of exciting places, either in the city or in surrounding areas.

From beach BBQs to bushwalks in the famous Blue Mountains, or visits to salsa dance clubs, you are sure to have a good time with APC teachers and APC's activity



tour leaders. Whether playing games like Wahu cricket, beach volleyball or soccer, or throwing a boomerang with friends in some of Sydney, Melbourne or Brisbane's many beautiful parks, you will truly enjoy your experience at APC.

### 5. Job Assistance Service

APC's Job Assistance Service (JAS) aims to assist students seeking part-time or casual work (up to maximum 40 hours per consecutive fortnight) through resumé editing, interview preparation, resource sharing etc.

### 6. Other Services

Student Care can also assist you if you need information about:

- health services
- emergency services
- legal services

On your first day of study you will receive a student handbook with information about these services near your campus.



# INFORMATION FOR INTERNATIONAL STUDENTS

## REQUIREMENTS FOR A STUDENT VISA APPLICATION

- A Letter of Offer from APC.
- An electronic Confirmation of Enrolment (eCoE) from APC.
- A medical examination if required by regulations.
- Proof of financial support if required by regulations.
- Citizens of certain countries may need to obtain a Pre-Visa Assessment from the Australian Diplomatic Mission before making any payment to APC.

Further information about visa regulations is available on the Department of Home Affairs (DHA) website: [www.homeaffairs.gov.au](http://www.homeaffairs.gov.au)

### YOUR STUDENT VISA CONDITIONS

Student visa conditions and regulations as determined by the Department of Home Affairs (DHA) state that students must:

- Study full-time while in Australia.
- Satisfy course requirements - must maintain a minimum of 80% attendance of all scheduled classes and achieve a record of satisfactory academic performance.
- Not work for more than 40 hours over any two consecutive weeks during course sessions.

- Maintain Overseas Student Health Cover (OSHC).
- Inform DHA if they change their student status.
- Inform DHA if they withdraw from the course that they are enrolled in.
- Extend their student visa before it expires.
- Inform DHA and APC of current address details at all times.



# HOW TO APPLY

You may apply to APC directly or through one of our representatives in Australia or in your country.

1

1. Complete the APC application form.
2. Submit the form and the supporting documents to APC by email.
3. If English is not your first language and you do not have evidence of your current English level, please attempt the APC Pre-Arrival Test (PAT) online at [www.apc.edu.au/applications/#entry-tests](http://www.apc.edu.au/applications/#entry-tests).
4. Attach your academic transcripts if you are applying for vocational courses.
5. If your application is successful, APC will issue a Letter of Offer (LOO) for the course for which you have applied.

2

1. Sign the acceptance form attached to the Letter of Offer and pay the tuition fees as indicated in the Letter of Offer.
2. Once the payment of tuition fees is received, APC will issue an electronic Confirmation of Enrolment (eCOE) to apply for your visa and will give you the details of the orientation date of your course.
3. Arrive on time for your orientation and enrolment.
4. Students arriving after the course start date may not be able to enrol.
5. If you are applying for Credit Transfer, you have to submit the documents prior to commencement of your course.

3

Payment must be made in Australian dollars and all bank and transfer fees paid by the applicant.  
Payment can be made by:

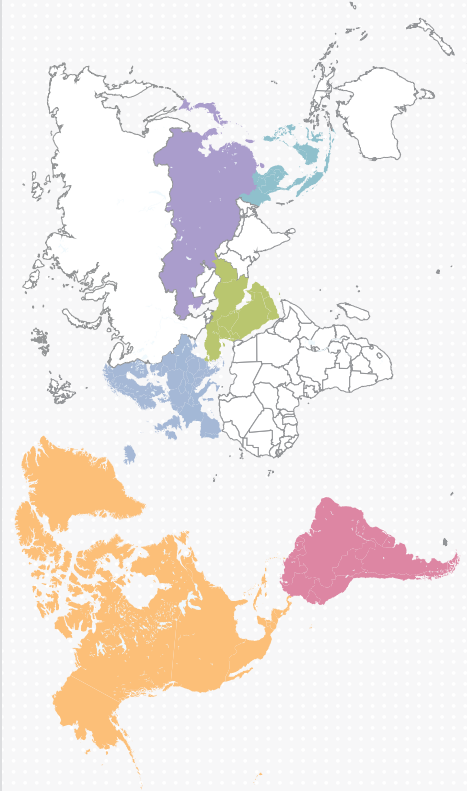
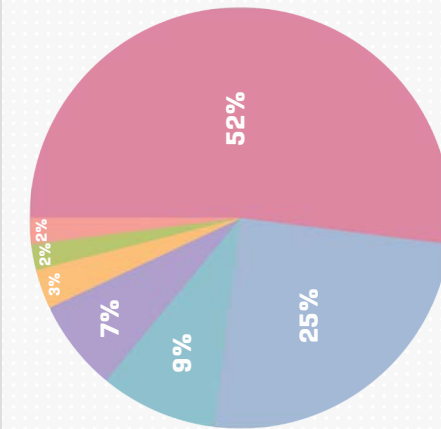
1. Bank draft made payable to Australian Pacific College
2. Direct Deposit or Telegraphic Transfer to:

Account Name: Australian Pacific College  
 Name of Bank: Westpac Bank Corporation  
 Address: 275 George Street, Sydney NSW 2000  
 BSB No: 032013  
 Bank Account No: 131540  
 SWIFT Code: WPACAU25

3. All major Credit Cards (Master / Visa / Amex / Diners / JCB) and Electronic Fund Transfer (EFT) cash cards are accepted – please contact APC (surcharges apply).
4. Personal cheques are NOT accepted by APC.
5. Please quote your STUDENT NUMBER and FULL NAME when making your payment.

## NATIONALITY MIX\*

● South America ● Europe ● South East Asia ● North and East Asia ● North America ● South West Asia ● Other



Andrea Mongrandi (Italy)

Studying here has helped me to improve my presentation skills and make some good friends



Wendy Quesada (Peru)

I like the way trainers support students in class. I became more friendly and able to socialize with other cultures.



Thidarat Meesapithichai (Thailand)

My favourite subjects in Certificate III in Travel are Cruise Specialist and Travel Products. I'm learning new things from great trainers with nice, new friends.



Eunjong Erica Kim (South Korea)

APC is a great place to study, with amazing teachers and helpful staff. I like learning Gaelico and international air fares in my course. I'm going to make international friends too.



Manuel Alvarez (Mexico)

At APC I get to know people from around the world. This course provides me with new skills for my future career in hospitality.



Ashish Chitrakar (Nepal)

Studying at APC has helped me learn how to improve my management skills and to socialize better with people.

\* as at July 2018

# APC STUDENT ACTIVITIES



# BARISTA

LEARN THE SKILLS NEEDED TO BE A BARISTA

COURSE OVERVIEW **TWO DAY PROGRAM (12 HOURS)**

- ▶ You will learn how to grind coffee, froth milk and make different types of coffee as made in cafes, bars and restaurants.
- ▶ You will also learn how to operate, clean and maintain coffee machines.
- ▶ Our small classes mean you will receive more personal attention and training.



**ENTRY REQUIREMENT**  
English level of intermediate or higher.

Please contact student care for more information.

## SAMPLE TIMETABLE (FRIDAY 9:00AM - 3:30PM)

WEEK 1	Cafe terminology and barista skills
WEEK 2	Barista skills and coffee art

\*This course is not available as the primary course of study for student visa holders.



# FOR YOUR NOTES...

Lined area for taking notes.





**AUSTRALIAN  
PACIFIC COLLEGE**

*“Dedicated to Quality,  
Equity and Advancement”*

APC Information guide 2018\_170072018\_v1.008

info@apc.edu.au  
apc.edu.au

**APC QR CODE**

Scan the QR code  
below to enter  
our site for more  
information.



Young Rabbit Pty Ltd (ABN 28 003 381 182) trading as Australian Pacific College  
RTO Provider 90396 | CRICOS Provider 01331F

## QUEENSLAND (QLD)

### **ALBERT STREET CAMPUS**

Level 13, 138 Albert Street  
Brisbane QLD 4000  
Tel: [61 7] 3003 0088

### **GOLD COAST CAMPUS**

Level 3, 9 Beach Road  
Surfers Paradise QLD 4217  
Tel: [61 7] 3003 0088

## NEW SOUTH WALES (NSW)

### **KENT STREET CAMPUS**

Ground Floor, 189 Kent Street  
Sydney NSW 2000  
Tel: [61 2] 9251 7000

### **CLARENCE STREET CAMPUS**

Level 3, 123 Clarence Street  
Sydney NSW 2000  
Tel: [61 2] 9262 3222

### **YORK STREET CAMPUS**

Level 5, 37 York Street  
Sydney NSW 2000  
Tel: [61 2] 9279 2122

### **BONDI JUNCTION CAMPUS**

100 Ebley Street  
Bondi Junction NSW 2022  
Tel: [61 2] 9389 9755

### **MANLY BEACH CAMPUS**

48-52 Sydney Road  
Manly NSW 2095  
Tel: [61 2] 9976 2122

## VICTORIA (VIC)

### **LONSDALE STREET CAMPUS**

Level 4, 398 Lonsdale Street  
Melbourne VIC 3000  
Tel: [61 3] 8689 5500

### **QUEEN STREET CAMPUS**

Level 9, 221 Queen Street  
Melbourne VIC 3000  
Tel: [61 3] 8689 5500