READY.
SET.
WORLD.

martin.edu.au

2015 PROSPECTUS
You know what career you want – the question is: how to get there? With so many education options on offer, it can be hard knowing which way to go.

At Martin, we make it easier to get the job (and life) you want. We know that different study approaches work for different people, so we take the time to find the path that’s right for you. Whether you need the flexibility of online learning, or want to fast track your career, you can do it at Martin.

When you study at Martin you’ll get more than just a qualification.

Our lecturers are highly experienced professionals who will share their valuable industry connections as well as their knowledge.

From practical skills to internships and interview techniques, Martin takes you that extra step closer to your chosen career.

Over the past four decades we’ve helped over 30,000 students realise their ambitions. We’d love to do the same for you.

People ask me what makes Martin different.

Since we started in 1976 we’ve been preparing our graduates for their futures, both in the workplace and on their path to further studies. Our graduates tell us; we provide them with the knowledge they need to succeed. So the answer to the question is; our high achieving graduates are what make us different.

You are our priority. We provide learning which captures the latest theory and combines it with cutting-edge practice in industry. We make it engaging and stimulating so that you enjoy the learning process: life-long learning.

In addition to our four centrally located campuses, we offer a great online learning option for students whose schedules don’t allow for on-campus studies.

Those studying their course online share the same opportunities, support and stimulating learning methods as on-campus students. This means all Martin graduates share the same high quality learning experience.

Let on the path to a career you love and make a difference in your life. I look forward to seeing you at one of our campuses soon.

JOHN MARTIN
Head of College
Martin College

READY. SET. WORLD.

1. WE’LL GET YOU CAREER-READY

Gaining a qualification is just the first step – we want to set you up for the career you’ve always dreamed about.

We’ll give you complete career preparation, so when the time comes you’ll be every bit the cool, calm, and self-assured professional.

You’ll get a taste of industry life with a mix of hands-on learning, job coaching and work experience.

In other words, your new career starts when you join us.

Benefits from:

• outstanding study support from experienced lecturers, experts in their industry
• our tried and tested Career Starter Program
• a respected qualification from Martin, or credit to transfer toward university studies.

2. STUDY OPTIONS TO SUIT YOU

We think the classroom should be wherever you are. This could be on-campus, online, or a mix of both, because we know everyone learns differently.

The perks:

• you decide when term begins
• it’s never too late to enrol in an online course
• choose from 10 intakes a year on-campus
• kick off your Bachelor degree in any of our three yearly intakes
• accelerated learning – to get your career off the starting blocks quickly
• flexible entry – because we know talented people with ambition can come from any background
• skill-based assessment that offers multiple opportunities for students to demonstrate their learning – we don’t just rely on exams to test how much a student has learned

3. JOIN AN ESTABLISHED COMMUNITY

The way we look at things, being over 35 is something to be proud of. We’ve got decades of knowledge and experience, so you can count on us for quality education. If you’ve got ambition, Martin is the perfect launch pad for your future success.

→ School of Business and Marketing
→ School of Tourism and Events
→ School of Design and Technologies

We are a trading division of Study Group Australia Pty Limited (RTO: 5806) – a worldwide education specialist that is recognised internationally for the delivery of quality education. This relationship gives us access to some of the best education expertise in the world. You can be confident, our resources are among the best you will find.

Our international profile is only part of the story; we believe we are active partners in your learning. We recognise individuals all learn differently and we tailor the learning process so it works best for you. You are our priority. We provide learning which captures the latest theory and combines it with cutting-edge practice in industry. We make it engaging and stimulating so that you enjoy the learning process: life-long learning.

In addition to our four centrally located campuses, we offer a great online learning option for students whose schedules don’t allow for on-campus studies.

Those studying their course online share the same opportunities, support and stimulating learning methods as on-campus students. This means all Martin graduates share the same high quality learning experience.

Get on the path to a career you love and make a difference in your life. I look forward to seeing you at one of our campuses soon.

JOHN MARTIN
Head of College
Martin College
LEARNING AND SUPPORT

Where lecturers share more than just knowledge.

Our facilitators bring experience from the kinds of places you’ve always wanted to work. They demonstrate a genuine love for what they do, and can offer first-hand knowledge of what it takes to shine in their industry. They’ll share connections and know-how, and make studying as much fun as it is rewarding.

WHERE SUPPORT IS PERSONAL

We relate to our students’ situations and needs, however diverse. We work hard to accommodate these and support students at every stage, no matter what.

Count on us for:
• mentoring, encouragement and extra help from talented tutors
• small class sizes which allow for individual care and attention
• one-on-ones, progress updates and a guiding hand to keep you on track with your studies.

WHERE STUDY SKILLS ARE PERFECTED

Open to anyone, these free workshops will help you refine your study skills and learning techniques. Get help with anything – we’re talking essay and report writing, assessments, referencing and more. They’re optional, so you decide when you need to use them (we won’t force you!).

LYNDA.COM

It’s no secret that technology is rapidly changing. To help you keep up, we’ll give you free access to Lynda.com – an online training site with 4 million+ subscribers whose expert tutorials are recognised worldwide.

Lynda.com offers help with everything from presentations and public speaking to the Microsoft Office Suite. If you’re studying Design or IT, you’ll have access to the latest Adobe Suite training as well. The best part? It’s available on any device!
Our Career Starter Program will arm you with the essential tools and experience to put you in the best possible career-launching position.

**WE’LL GUIDE YOU TOWARD YOUR RIGHT CAREER PATH**

When you need a guiding hand, our careers advisors are here to help. We’re talking personal consultations, guidance and mentoring - all part of the service.

Through workshops and seminars we’ll show you:
- how to pick your career goals and create a career plan
- how to search for the perfect job
- how to write a winning application, résumé and cover letter
- how to ace any job interview
- how to find job placements, internships and volunteer work
- how to make industry connections

**WHERE EXPERIENCE IS HANDS-ON**

Getting solid experience under your belt will do wonders for your résumé, and give you a chance to road test your new skills. With our employer connections, we make it possible.

- **Volunteer opportunities**
  Volunteering is a great way to gain valuable work experience and industry contacts. Past examples of volunteer opportunities offered to Martin students include: VIP assistants at concerts, assisting with delegate registrations at corporate events, providing support at charity fund-raisers and designing a web site or logo for a business.

- **Facilitated internships**
  Working as an intern allows you to develop work-related skills, provides insight into business culture and offers you the opportunity to gain valuable industry-relevant professional references. The work experiences from an internship can also improve your résumé.

  Facilitated internships are available for all Advanced Diploma and Diploma courses.

- **Employment placement assistance**
  Talk to a careers advisor about employment opportunities. Whether you are seeking part-time employment whilst you study, or considering full-time employment options when you are close to graduating; your careers advisor can assist you. Providing advice on career options and employment objectives, the creating of a professional résumé and cover letters, and preparing you for an interview are all part of the service. In addition, the Martin work placement blog advertises employment opportunities that may suit you.

  [martin.edu.au/careerstarterprogram](http://martin.edu.au/careerstarterprogram)

**COURSES**

Where learning comes to life

Courses to get you career-ready - because the world is yours for the taking.
Please see our website for course specific information, martin.edu.au

**BUSINESS**

**BACHELOR OF BUSINESS**
- Human resources
- Business management
- Accounts
- Marketing

**ADVANCED DIPLOMA OF BUSINESS**
- Administration
- Senior and executive business roles

**DIPLOMA OF BUSINESS**
- A range of business roles
- Consulting
- Administration

**CERTIFICATE IV IN BUSINESS**
- A range of entry-level business roles

**MARKETING**

**BACHELOR OF BUSINESS (MARKETING)**
- Marketing management
- Market research
- Strategic marketing

**ADVANCED DIPLOMA OF MARKETING**
- National, regional or global marketing
- Marketing strategy

**DIPLOMA OF MARKETING**
- A range of marketing roles
- Public relations

**DIPLOMA OF ADVERTISING**
- Advertising account manager
- Advertising creative director
- Copywriter

**HUMAN RESOURCES MANAGEMENT**

**BACHELOR OF HUMAN RESOURCES MANAGEMENT**
- A range of roles in human resources, including advisor, manager or consultant

**PROJECT MANAGEMENT**

**DIPLOMA OF PROJECT MANAGEMENT**
- Project management
- Project vendor management

**EVENT MANAGEMENT**

**BACHELOR OF BUSINESS**
- Events management
- Account management
- Conference management
- Running a small event business

**DIPLOMA OF EVENTS MANAGEMENT**
- Conference coordination
- Event planning
- Travel and tourism services
- Meeting services

**DIPLOMA OF EVENTS MANAGEMENT (TOURISM)**
- Conference coordination
- Event planning
- Tourism information services
- Travel consulting

**TRAVEL AND TOURISM**

**BACHELOR OF BUSINESS**
- Tourism management
- Tourism research
- Tourism marketing
- Event coordination/management

**DIPLOMA OF TRAVEL AND TOURISM**
- Operations management
- Retail/travel agency management
- Visitor information management
- Operation of small tourism business

**TRADE OF EVENTS MANAGEMENT**
- Event administration and assistance
- Assisting with conferences and exhibitions

**TRAVEL AND TOURISM FUNDAMENTALS PROGRAM**
- Progress to a diploma in travel and tourism

**DESIGN**

**DIPLOMA OF GRAPHIC DESIGN**
- Graphic design
- Art direction
- Magazine design
- Art

**CERTIFICATE IV IN DESIGN**
- Entry-level graphic design roles
- Assisting designers

**PATHWAY**
- Progress to a certificate or diploma in design

**INTERIOR DESIGN**

**DIPLOMA OF INTERIOR DESIGN AND DECORATION**
- Self-employed interior decorator
- Colour consultant
- Interior stylist
- In-house interior designer or decorator

**WEB DESIGN**

**DIPLOMA OF DIGITAL MEDIA TECHNOLOGIES**
- Digital media design
- Digital media production
- Web development
- Game design

**DIPLOMA OF WEB DESIGN AND DEVELOPMENT**
- Web development
- Web development management
- Web design
- Web programming
- Internet development

**INFORMATION TECHNOLOGIES**

**DIPLOMA OF INFORMATION TECHNOLOGY SYSTEMS ADMINISTRATION**
- A computer technician role
- IT customer support work
- IT sales
- Systems administration

*IT courses are offered at our Melbourne, Brisbane and Sydney campuses only
*All courses are offered online with the flexibility to start any time
STUDY OPTIONS

A path designed to suit you

DEGREE STUDY AT MARTIN

Availability: Brisbane campus; Sydney campus; online learning.

We’re in the business of career preparation, so you can expect a perfectly balanced approach to degree study, including a firm academic grounding and a practical focus on getting you career ready.

You’ll also get total flexibility. Study full-time on campus and graduate in three years, or opt to fast-track and complete your studies in two. Got other commitments? There’s always part-time study too, where you can take up to six years to complete your Bachelor program.

With online learning, you’ll have the freedom to fit study in around your schedule, while enjoying the same support as on-campus students.

Already completed a Martin Diploma? We have transferable credits – because you deserve to be recognised for past learning.*

Choose from:
• Bachelor of Business
• Bachelor of Business (Event Management)
• Bachelor of Business (Marketing)
• Bachelor of Business (Tourism).

CREDIT TRANSFER AGREEMENTS

Our connections will get you in the door at renowned Australian unis. With agreements in place, these are guaranteed pathways to degree study with credit for the work you’ve done with us. In many cases, you’ll be able to jump straight into the second year.

For more information visit: martin.edu.au/pathways

*The amount of credit transfer will depend on the degree a student transfers to, and the grades (GPA) achieved at Martin.

Where you’ll get credit where it’s due.

PROGRESS TO A DEGREE
Where all studies are social.

Our Facilities
Across all of Martin’s campuses, you’ll find:
• spacious, well-equipped classrooms
• student common rooms – perfect for catch-ups with friends
• computer labs with cutting-edge software and free WiFi access
• academic counselling and support
• social activities and clubs
• excellent library facilities housing online and reference materials.*

* Not available at the Gold Coast campus

Social Activities
Being a student is not just about sitting in a classroom – especially when our campuses are nestled in the sights, sounds and social activities of four dynamic Australian cities. That’s why all of our campuses offer a wide range of events - sporting, parties, functions, excursions - where you can really let your hair down.

Gold Coast
Soak up sun, surf and sand alongside your studies at our Gold Coast campus. It’s a stones throw away from the beach and the centre of town, so you’ll have plenty of time for work and play.

Brisbane
They don’t call it the Sunshine State for nothing. Brisbane is a bustling city consistently bathed in sunlight – and Martin’s campus is right in the middle of the action. Shopping, dining and public transport are all at your fingertips.

Sydney
Set in the inner-city suburb of Darlinghurst, you’ll never run out of things to do at our lively Sydney campus. This social hub is surrounded by cafes, restaurants, bars and shops in one of the most stylish neighbourhoods in town. We share the campus with our sister college Embassy and the CSU Study Centre, so you’ll meet plenty of people while you work toward your qualification.

Melbourne
If there’s one word to sum up Melbourne city, it’s vibrant. Art, culture, fine dining and secret laneways are all part of the Melbourne experience. Our campus puts you in the thick of the action, a short stroll from all the shops, sights and culinary delights.

Want to know more?
martin.edu.au/studying-with-us/campuses
START DATES AND SCHEDULES

Choose from flexible schedules and start dates - because we know you have a life too. When you decide to start your studies, we’ll make it a great experience.

TERM STARTS WHEN YOU DECIDE

Year-round start dates mean that you can start any time:
- On-campus: Up to 10 intakes per year
- Online learning: Begin any time you like - because you just can’t wait to get started

YOU CHOOSE THE SCHEDULE

Let your study schedule work for you, without compromising what’s important. Flexible full-time, part-time and fast-track programs are all available.

OUR CALENDAR

Start year-round at Martin...

<table>
<thead>
<tr>
<th>January</th>
<th>24 WEEKS OF STUDY</th>
<th>2 WEEK BREAK</th>
<th>24 WEEKS OF STUDY</th>
<th>2 WEEK BREAK</th>
<th>December</th>
</tr>
</thead>
</table>

TRADITIONAL ACADEMIC CALENDAR

<table>
<thead>
<tr>
<th>Start</th>
<th>8 WEEK BREAK</th>
<th>2 WEEK BREAK</th>
<th>Year 1</th>
<th>4 WEEK BREAK</th>
<th>2 WEEK BREAK</th>
<th>8 WEEK BREAK</th>
<th>Year 2</th>
<th>4 WEEK BREAK</th>
<th>2 WEEK BREAK</th>
<th>8 WEEK BREAK</th>
<th>Finish</th>
</tr>
</thead>
</table>

*Actual study periods will vary by institution. Diagram is illustrative only.

ONLINE LEARNING

For when you can’t wait to get going - start your course any time.

We know that life gets busy - things don’t always go to plan, and commitments require flexibility - that’s why we work around your schedule. If you want to study when and where you like, online learning is probably for you.

Enjoy total freedom and structure your studies around your life. We’re serious about flexible learning, which is why almost every course we offer is available to you online.

Study Smart, our online learning system, is your 24-hour-a-day connection to Martin. It’s packed with features, providing you with access to course materials and connecting you with other students. You’ll also be able to call on staff and support resources when you need a hand.

IS ONLINE LEARNING RIGHT FOR YOU?

- you need to work around your schedule - life, work, and leisure are all important
- you don’t have the time or means to travel to a campus
- you want freedom to start your course at any time
- you are an independent learner
- you feel that a traditional classroom structure doesn’t suit your needs
- you still want full support, but want to work at your own pace.

If any of the above statements sound like you, online learning could be the solution.

Find out more at:
martin.edu.au/online
**HOW TO APPLY**

When it comes to entry requirements, we don’t just rely on report cards.

Over the years, we’ve found that talented people come to us from many different backgrounds. Entry requirements vary by course, so if you’re unsure about anything, give us a call and we’ll be happy to talk you through the process.

**DIRECT ENTRY**

- Bachelor courses
  - be able to speak and write in English to at least IELTS 6.0 or equivalent (with no band less than 5.5)
  - have completed an Australian Senior Secondary Certificate of Education (or its equivalent) at an appropriate level and be 18 years of age or over;
  - be mature age entry (aged 21 or over) with relevant work experience;
  - have successfully completed a relevant qualification at the Diploma level or higher.

- Advanced Diploma courses
  - have completed a relevant Diploma e.g. Diploma of Business;
  - have substantial relevant work experience.

- Diploma courses
  - have completed Australian Year 12 or equivalent;
  - have a Certificate IV qualification;
  - be aged over 20 and demonstrate skills acquired through work experience;
  - show through an admissions interview - either in person or by phone - that you have the skills and capability to succeed in the course.

- Certificate IV courses
  - have completed a Certificate III in Tourism, Certificate III in Travel or a Certificate III in Events;
  - demonstrated skills acquired through work experience.

- Certificate III courses
  - have completed Australian Year 11 or equivalent;
  - have a Certificate III;
  - be aged over 20 and demonstrate skills acquired through work experience;
  - show through an admissions interview - either in person or by phone - that you have the skills and capability to succeed in the course; AND
  - must be over 16 years old at the time you start the course.

- Bridging and Fundamentals Programs
  - be at least 16 years of age.
  - These programs provide you with the foundational knowledge required for further studies. For example, succeeding in the Diploma of Graphic Design course requires a good working knowledge of the tools and applications taught in the Graphic Design Bridging Program.

**SKILLS RECOGNITION**

We think you should be recognised for past accomplishments, so we offer flexible entry based on previous studies and work experience. Taken a related course somewhere else? Will you give us credit for it? Have work experience relevant to a specific course? Apply to have that recognised too.

Want to directly enter a course with work experience? Send us a CV listing two years or more of relevant work experience, and include at least two referees to vouch for you. Simple!

**MATURE AGE ENTRY - VET**

If you’re 21 years or older, you can apply as a mature age student.

The doors are always open at Martin. For more details about entry options: martin.edu.au/entry

**AUSTUDY, ABSTUDY, YOUTH ALLOWANCE**

Martin is an approved institution for financial assistance via Austudy, Abstudy and Youth Allowance. For more information on each of these, refer to martin.edu.au/financialassistance

**FEE-HELP & VET FEE-HELP**

Our Bachelor, Advanced Diploma and Diploma- level courses are all FEE-HELP and VET FEE-HELP enabled. Study now, pay later - what could be greater? The government loan schemes allow you to borrow funds to cover your tuition fees while you’re learning, and defer the payments until you’re earning.

Learn more about martin.edu.au/feehelp OR martin.edu.au/vetfeehelp

**FEES**

Martin’s course and incidental fees are competitive and offer value for money. See martin.edu.au/fees for details.