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Study Group Australia Pty Limited, trading as Martin College
RTO 5600
You know what career you want – the question is: how to get there? With so many education options on offer, it can be hard to know which way to go.

At Martin, we help 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 a piece of paper. Our facilitators are all highly experienced professionals, so as well as knowledge, they have valuable industry connections to share. 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 30,000 students realise their ambitions. We’d love to do the same for you.

We are part of Study Group – 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 make the learning process as stimulating as possible, and 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 provide a great Online Learning option for those who can’t attend a campus. Our Online Learning experience duplicates the learning opportunities, the partnership in learning and the stimulating learning experience. This means all Martin graduates share the same quality learning experience.

If you want to make a difference to your life, I look forward to seeing you at one of our campuses soon.

JOHN MARTIN
Head of College
Martin College

1. WE’LL GET YOU CAREER-READY
Gaining a qualification is just part of the package. We want to set you up for your big break. Complete career preparation is what we offer, so when the time comes you’re focused, professional and confident.

And that’s where we make a difference – you’ll get a taste of industry life with a mix of hands-on learning, job search coaching and work experience. In other words, your new career starts when you join us, ensuring that you’re 100% prepared.

• exceptional study support from industry experienced educators
• our tried and tested Career Starter Program
• a degree at Martin or credit transfer to Australian unis.

2. STUDY OPTIONS TO SUIT YOU
• we think the classroom should be wherever you are – on-campus, online, or a bit of both, because we know everyone likes to learn differently
• you decide when term begins:
  • start anytime – it’s never too late to enrol in an online course
  • choose from monthly intakes on-campus
  • kick off a degree in any of our three intakes per year.
• accelerated learning – to get your career off the starting blocks quickly
• flexible entry – because talented people with ambition can come from any background
• Martin uses skills-based assessment, which does not focus on just exams to test how much students have learned; it offers multiple opportunities to demonstrate learning.

3. YOU’LL 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, our Schools are the perfect launch pad.

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

People ask me what makes Martin different. Since we started in 1976 we’ve been preparing our graduates for their futures – in the workplace or on their pathway 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.
OUTCOMES

Getting you career-ready

WHERE SUPPORT IS PERSONAL

No matter what, we offer support at every stage -
• mentoring, help and encouragement from
talented tutors
• small class sizes for individual care and
attention
• one-to-ones, progress updates and a
guiding hand to keep you on track

WHERE STUDY SKILLS ARE PERFECTED

Open to anyone, these workshops will polish your
study skills. They’re optional, but you can count on
us for help with anything - from essay and report
writing, preparing for assessments, to referencing
and more.

LYNDA.COM

Technology changes quickly – to help you keep
up, you’ll get free access to lynda.com – an online
training site with 4 million+ subscribers. Their
expert tutorials are recognised the world over. If
you’re studying Design or IT, this means access
to the latest Adobe Suite training, and for other
subjects, Lynda.com can help with everything from
presentations and public speaking to the Microsoft
Office Suite. And it’s available on any device!

LEARNING AND SUPPORT

Where facilitators share more than just knowledge.
CAREER STARTER PROGRAM

Where your career path is thoughtfully signposted.

The Career Starter Program will arm you with essential tools and experience, putting you in the best possible position to launch your career.

WHERE WE’LL GUIDE YOU TOWARDS EMPLOYMENT

When you need a hand, our Careers Counsellors are here to help – personal consultations, guidance, and mentoring are 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 winning applications, Résumé and cover letters
• 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, while giving you a chance to road test your new skills. With our employer connections, we make it possible:

• **Job Placements**
  Short-term or part-time placements in your preferred industry. You’ll need to be proactive to get a placement, but you’ll be rewarded with paid experience, industry contacts and practical skills.

• **Volunteer Opportunities**
  A great way to get industry experience and build contacts. Examples of volunteer opportunities include: VIP assistants at concerts, exhibitions and events; web or logo design for an international business.

• **Internships**
  Get your foot in the door when you graduate with a full-time industry placement. You’ll get firsthand professional experience, gain valuable skills and make business contacts.

• **Facilitated Internship**
  Learn skills you can use on the job as part of your course. Some Martin programs offer an internship through the Career Starter Program. It’s available for Diploma of Management; Diploma of Information Technology Systems Administration; Diploma of Events; Diploma of Travel and Tourism; Diploma of Graphic Design.

martin.edu.au/careerstarterprogram

We take career preparation to a notch for those with their sights set on a higher qualification.

DEGREE STUDY AT MARTIN

Availability: Brisbane campus; Online Learning

We’re in the business of career preparation, so you can expect a perfectly balanced approach to degree study – 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 for fast-track and complete it in two. For those with other commitments there’s part-time too, where you can take up to six years.

With Online Learning, you’ll have the freedom to fit study in around other commitments, 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 open doors to Australian unis. With agreements in place, these are assured 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.* We have agreements with:

• Bond University
• Charles Sturt University
• CQUniversity
• Griffith University
• University of Southern Queensland
• University of Wollongong
• University of Western Sydney

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 study is anything but routine.

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

WHERE TERM STARTS WHEN YOU DECIDE

Year-round start dates mean that you can start anytime:

• On-campus: Courses offer up to 10 intakes per year
• Online Learning: For when you just can’t wait to get started - begin anytime you like.

WHERE YOU CHOOSE THE SCHEDULE

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

With us, impatience can also be a virtue. Fast-track courses allow you to get a nationally recognised qualification much quicker - in up to half the time.

OUR CALENDAR

Start year-round at Martin...

<table>
<thead>
<tr>
<th>20 WEEKS STUDY</th>
<th>2 WEEKS BREAK</th>
<th>20 WEEKS STUDY</th>
<th>2 WEEKS BREAK</th>
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<tbody>
<tr>
<td>January</td>
<td>8 WEEKS</td>
<td>December</td>
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<td>2 WEEKS BREAK</td>
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TRADITIONAL ACADEMIC CALENDAR

Start

<table>
<thead>
<tr>
<th>8 WEEKS BREAK</th>
<th>2 WEEKS BREAK</th>
<th>YEAR 1</th>
<th>4 WEEKS BREAK</th>
<th>2 WEEKS BREAK</th>
<th>YEAR 2</th>
<th>4 WEEKS BREAK</th>
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*Actual study periods will vary by institution. Diagram is illustrative only.
Where all studies are social.

**OUR FACILITIES**
Across all马丁's campuses, you'll find:
- spacious, well-equipped classrooms
- student Common Room, perfect for catch-ups and chats with friends
- computer labs with cutting edge software and free wi-fi access
- academic counselling alongside social activities and clubs
- an excellent library housing online and reference materials.*

*Not available at the Gold Coast campus

**SOCIAL ACTIVITIES**
Being a student isn't all about sitting in a classroom – particularly when our campuses are nestled in the sights, sounds and social activities of four buzzing cities. That's why all of our campuses offer a wide range of events – sporting, parties, functions, excursions – where you can make new friends.

**GOLD COAST**
Soak up the 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.

Want to know more? Check out what makes Gold Coast fabulous: martin.edu.au/goldcoast

**BRISBANE**
They don’t call it the Sunshine State for nothing – Brisbane is a bustling city constantly 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.

Want to know more? Check out what makes Brisbane brilliant: martin.edu.au/brisbane

**SYDNEY**
Set in the stylish suburbs of Darlinghurst, you’ll never be bored at our Sydney campus. Always social, it’s surrounded by cafes, restaurants, bars and shops. We share the campus with our sister college Embassy and the CSU Study Centre, so you’ll meet plenty of people while making the most of your studies.

Want to know more? Find out what makes Sydney sensational: martin.edu.au/sydney

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

Want to know more? Find out what makes Melbourne magnificent: martin.edu.au/melbourne
For when you can’t wait to get going – start your course anytime.

Want to study when and where you like? Online Learning could be for you. We know life gets busy, things don’t always go to plan and commitments require flexibility. So we work around you. Have total freedom and structure study around your life.

We’re serious about Online, and almost every course we offer is available to you. Study Smart, our learning system, is your gateway to Martin – it’s packed with features, providing access to course materials, connecting you with other students, and where you can call on staff to lend a hand.

**IS ONLINE LEARNING RIGHT FOR YOU?**

- Need to work around your schedules – life, work, leisure?
- Don’t have the time or means to travel to a campus?
- Want freedom to start your course at any time?
- Are you an independent learner?
- Does a traditional classroom structure not suit your needs?
- Do you still want full staff and student support, but want to work at your own pace?

If you answered ‘yes’ to any or all of those questions, Online Learning could be the right fit for you!

[ martin.edu.au/online ]

**COURSES**

Where Learning comes to life

Courses to get you career-ready. Because the world is yours for the taking.
My favourite thing about Martin is the range of courses and variety they offer. With my business course, I’m hoping to get into a sales career.

MATHILDA
Let’s get down to business.

If you’re thinking business or marketing could be for you, Martin School of Business and Marketing is the perfect place to start. We have a great range of courses, and they’ve all been designed to give you just the right balance of relevant knowledge and hands-on skills. On top of that, our qualified facilitators all have industry experience and connections to share, which gives you a real edge in the real world.

Whether you want to hit the workforce immediately or go on to a degree in the School of Business and Marketing, Martin can make it happen. There’s a big wide world of opportunities out there. Why wait?

WHERE BUDDING ENTREPRENEURS CAN CUT THEIR TEETH

Explore your options in:
- Business
- Management
- Marketing
BACHELOR OF BUSINESS

The business world is big, bright and full of opportunities, so your career options are endless. With your Bachelor of Business degree you'll gain the knowledge and skills to succeed in any role - whether human resources, business management, accounting, marketing and economics or even as an entrepreneur running your own business.

CORE SUBJECTS

Level 100
- Introduction to Management
- Introduction to Marketing
- Information Management Systems
- Introduction to Business Law
- Introduction to Accounting
- Effective Business Communication
- Introduction to HRM
- Economics for Business

Level 200
- Business Statistics
- Ethics and Corporate Social Responsibility
- Organisational Behaviour
- Leadership

Level 300
- Strategic Management
- Leadership
- Entrepreneurship
- Project Management
- Business Finance
- Understanding and Using Research

ELECTIVE SUBJECTS

Select one of the following:
- Accounting for Managers
- Organisational Leadership
- Effective Corporate Communication

DIPLOMA OF BUSINESS

You already know the basics, now turn your business savvy up a notch with the Advanced Diploma of Business. You'll learn about managerial issues, HR, marketing and strategic management, and have the freedom to pick and choose the elective subjects that will help you reach your career aspirations. It's the perfect stepping stone to an executive or leadership role.

CORE SUBJECTS

- Manage Change
- Manage Knowledge and Information
- Manage HR Strategic Planning
- Develop Marketing Plan
- Marketing Objectives
- Strategic Management
- Manage Finances

ELECTIVE SUBJECTS

Select one of the following:
- Accounting for Managers
- Organisational Leadership
- Effective Corporate Communication

DIPLOMA OF INTERNATIONAL BUSINESS

Why confine yourself to local business when you can get global with the Diploma of International Business? Our course will prep you to take on the world as you learn to navigate international finances, markets, business forecasting and consumer behaviour. You'll also get a crash course on cultural and legal differences across countries.

CORE SUBJECTS

- International Market Analysis
- International Business Forecasting
- International Finances
- Profile of International Markets
- International Consumer Behaviour
- Operational Management
- Management of Risk
- People Management

Graduates of this program are awarded the nationally recognised qualification: BSB60217 Advanced Diploma of Business.

CERTIFICATE IV IN BUSINESS

Reach your career goals sooner with our Fast-Track Certificate IV in Business. This course is the perfect gateway into a business role, giving you tools in administration, accounts, finance, creating business documents and reports. End game: be job-ready as soon as you graduate, or continue your studies to keep climbing the corporate ladder.

CORE SUBJECTS

- Research and Reporting
- Management Financial Records
- Computerised Accounting
- Develop Complex Documents
- Make a Presentation
- Applied Computing (Spreadsheets)
- Workplace Health and Safety
- Identify the Market

Graduates of this program are awarded the nationally recognised qualification: BSB40212 Certificate IV in Business.

DIPLOMA OF BUSINESS

OFF-CAMPUS

Program Duration
- 40 weeks

Start Dates
- Anytime

VET FEE-HELP

Available for this course

ON-CAMPUS

Program Duration
- 40 weeks

Start Dates
- Anytime

VET FEE-HELP

Available for this course

CERTIFICATE IV IN BUSINESS

OFF-CAMPUS

Program Duration
- 40 weeks

Start Dates
- Anytime

VET FEE-HELP

Available for this course
MANAGEMENT

ADVANCED DIPLOMA OF MANAGEMENT

If you have managerial ambitions, our Advanced Diploma of Management will help you reach them. From managing change, finances, developing marketing plans and marketing objectives, we’ll give you all the tools you need to confidently pursue a leadership role. It’s the perfect fit if you already have experience in a business role and want to move your skills up a grade; it’s also a gateway into further studies.

CORE SUBJECTS
- Manage Change
- Organisational Leadership
- Develop Marketing Plan
- Marketing Objectives
- Strategic Management
- WHS Management Systems
- Manage Finances
- Accounting for Managers

Graduates of this program are awarded the nationally recognised qualification: BSB60407 Advanced Diploma of Management.

GET RECOGNISED!
Martin management students and graduates can apply for membership of the Australian Institute of Management (AIM) – a key professional development partner for managers.

DIPLOMA OF MANAGEMENT

Think you’ve got what it takes to lead and inspire people? Explore your options with the Diploma of Management. Our program will teach you all the basics for managerial success, plus give you free rein to pick from a wide range of elective subjects to work in HR, marketing, international business, or any general management role. You can graduate job-ready, upskill to a senior position, or pursue further studies with our partner unis.

CORE SUBJECTS
- Accounting for Managers
- Information Management Systems
- People Management
- Operational Management
- Project Management

ELECTIVE SUBJECTS

Students must choose any 3 subjects from the following streams:

HR Stream
- HR Policy
- Manage Change
- Effective Corporate Communications

International Business Stream*
- International Market Analysis
- International Business Forecasting
- Cross Cultural Understanding
- Marketing Essentials

Marketing Stream
Marketing Essentials (required) plus 2 of the following:
- Marketing Evaluation
- Marketing Management
- Marketing Research
- Marketing Trends

General Management Stream
- Any 3 subjects from any stream

Graduates of this program are awarded the nationally recognised qualification: BSB51107 Diploma of Management.

* The International Business Stream is not offered at the Gold Coast campus.

FROM ITS FANTASTIC REPUTATION TO ITS FLEXIBILITY AND FAST-TRACK STUDY OPTIONS, MARTIN WAS THE RIGHT FIT FOR ME.

JOÃO
MARKETING

BACHELOR OF BUSINESS (MARKETING)

If you’re keen on a challenging career where you can influence the success of a product or service, marketing is for you. Martin’s degree will give you the skills to lead marketing teams and design, implement and analyse marketing activities. The hands-on approach means you will apply the knowledge you gain to real-life situations. You can study while you work, upgrade your existing skills and get credit for further studies.

CORE SUBJECTS

Level 200
- Introduction to Management
- Introduction to Marketing
- Information Management Systems
- Introduction to Business Law
- Introduction to Accounting
- Effective Business Communication
- Introduction to HRM
- Economics for Business

Level 300
- Consumer Behaviour
- Ethics and Corporate Social Responsibility
- Integrated Marketing Communications
- Level 200 Elective
- Market Research
- Services Marketing
- Understanding and Using Research
- Level 200 Elective

ELECTIVE SUBJECTS

Select one of the following:
- Effective Corporate Communication
- Accounting for Managers
- Manage Change

Graduates of this program are awarded the nationally recognised qualification: BSB51207 Diploma of Marketing.

GET RECOGNISED!

Martin marketing students can apply for membership of the Australian Marketing Institute (AMI) – an industry association for those in the marketing profession. Read all about up-sizing your qualifications at martin.edu.au

DIPLOMA OF MARKETING

To kick-off your career in marketing, this comprehensive course is the ideal place to begin. Our Diploma will give you a well-rounded knowledge of all things market research, management and evaluation. Learn about analysing market understanding market trends and brand management, and choose from a range of elective options that will help you reach your career goal. It’s a hands-on course led by industry trained experts, so you’ll be learning from the best. You can even choose to further your studies with an Advanced Diploma or degree.

CORE SUBJECTS

- Marketing Essentials
- Market Evaluation
- Strategic Marketing
- Market Trends

ELECTIVE SUBJECTS

Students must choose any 3 units from the following:
- Cross Cultural Understanding*
- Internal Business Forecasting*
- Accounting for Managers
- International Market Analysis*
- Business Communication Skills
- Manage Change

Graduates of this program are awarded the nationally recognised qualification: BSB50507 Diploma of Marketing.

+ Not available at Gold Coast Campus

DOUBLE NATIONAL QUALIFICATIONS

Get ahead of the game faster. A double national qualification will broaden your knowledge in related areas and really show employers that you mean business. Plus, you’ll save time and money because you will be granted credits from the first qualification into the second.

Management related double qualifications:
- Diploma of Management + Diploma of Business
- Advanced Diploma of Management + Advanced Diploma of Marketing
- Diploma of Management + Advanced Diploma of Business
- Diploma of Business + Advanced Diploma of Management
- diploma of Marketing + Advanced Diploma of Management

Read all about up-sizing your qualifications at martin.edu.au

YOUR OPTIONS

Complete these courses on their own or combine courses to tailor your studies to your interests. Take a look at some of your options below:

DOUe NOT COMPLETE YOUR SCHOOL
certificate IV in BUSINESS
- Diploma of Marketing
- Advanced Diploma of Marketing

YEAR 12
- Diploma of Marketing
- Advanced Diploma of Marketing

DEGREE
- Take with credit to a Degree

The above is a sample study plan only. Each student’s plan will vary depending on entry qualifications, the Diploma taken, degree and major and GPA at Martin. Please see the Martin website for details of competency matching.
When I graduate I’ll be ready for a job in the events industry – hopefully working in music events and even internationally!

ZOE
Gone are the days when building a career meant getting stuck in a predictable routine. With the fantastic courses on offer at Martin School of Tourism and Events, you can get set for a working life full of inspiration, variety and adventure.

Take your pick from a range of flexible study options, learn the ropes from experienced professionals, and get a taste of your chosen industry through Martin’s internships and work placements. Before you know it, you’ll have the practical skills and qualifications to take on the world.

Explore your options in:
- Events
- Travel and Tourism
**On-campus**
• Brisbane, Gold Coast, Melbourne and Sydney

**Off-campus**
• Online Learning

**Program Duration**
14 weeks per trimester
2-year fast track
12 units per year
Off-campus: 8 units per year

**FEE-HELP** Available for this course

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**BACHELOR OF BUSINESS**

**EVENT MANAGEMENT**

From conferences and concerts to weddings, our event management course will train you to create successful events of every type and size. Learn to design, plan, implement and market events, and apply your skills directly to the job. Not only will you learn how to manage events – from promotion, venue hire, planning, admin, events industry software – you will actually create and execute events. The hands-on approach means you’ll be ready to launch your exciting career as soon as you graduate.

**CORE SUBJECTS**
- Level 100
  - Introduction to Management
  - Introduction to Marketing
  - Information Management Systems
  - Introduction to Business Law
  - Introduction to Accounting
  - Effective Business Communication
  - Introduction to HRM
  - Economics for Business

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

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

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**DIPLOMA OF EVENTS**

Want real-life experience in the events arena rather than just spending hours in a classroom? Our Diploma of Events is much more than textbooks and tests. Not only will you learn how to manage events – from promotion, venue hire, planning, admin, events industry software – you will actually create and execute events. The hands-on approach means you’ll be ready to launch your exciting career as soon as you graduate.

**CORE SUBJECTS**
- Customer Relationships
- Applied Computing (Spreadsheets)
- Event Industry Research
- Venue Selection
- Responsible Service of Alcohol*
- Controlling WHS Hazards and Risks
- Event Management and Control
- Event Concepts and Proposals
- Event Sponsorship
- Event Registrations
- Business Relationships
- Workplace Operations
- Effective Leadership
- Coordinate Event Marketing
- Event Project

Graduates of the Martin Events program receive the national recognised award SIT50112 Diploma of Events.

*Note: does not deliver or assess Responsible Service of Alcohol, but this unit is provided on campus by an RTO which has the necessary licence.

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**DIPLOMA OF EVENTS, TRAVEL AND TOURISM STREAM**

Up-size your career opportunities with our double qualification - the Diploma of Events, Travel and Tourism Stream. You’ll get all the practical skills from a Diploma of Events, learn about coordinating events for the tourism and travel industry, and finish it in the same time it takes to complete the Diploma. You’ll learn about travel and tourism law, event industry research and online travel reservations. You’ll also have access to the best travel and events industry software, and graduate ready to soar into a number of exciting travel and events roles.

**CORE SUBJECTS**
- Customer Relationships
- White Business Documents
- Controlling WHS Hazards and Risks
- Implement and Monitor WHS Practices
- Manage Conflict
- Event Industry Research
- Accounting Analysis
- Budget Management and Control
- Travel and Tourism Law
- International Fares
- Online Travel Reservations
- Customer Service Excellence
- Business Relationships
- Workplace Operations
- Effective Leadership
- Budget Development
- Event Project

**ON-CAMPUS**
- Brisbane, Gold Coast, Melbourne and Sydney

**OFF-CAMPUS**
- Online Learning

**Program Duration**
- Full-time: 30 wks
- Part-time: 60 wks
- Off-campus: 60 wks

**Start Dates**
- On Campus: Monthly
- Off-campus: Anytime

**FEE-HELP** Available for this course
Off-campus
Online Learning

Program Duration
Off-campus: 30 wks

Start Dates
Off-campus: Anytime

VET FEE-HELP
Not available for this course

CERTIFICATE III IN EVENTS

If you want to gain entry to an exciting events career working across conferences, weddings, fundraisers and exhibitions, our Certificate III in Events course will pave the way. We cover all the skills you’ll need – from writing simple documents to presenting graphics and using industry-relevant software – plus give you plenty of practice supporting the coordinators of real-life events. You’ll graduate ready to take on an entry-level coordinator or admin role, or you can continue studying and work your way up to a more senior position.

CORE SUBJECTS

- Safety Practices
- Keyboarding Speed and Accuracy
- Produce Business Documents
- Use Business Technology
- Workplace Relationships
- Customer Service
- Cultural Diversity
- Event Industry Research
- Event Support *
- Responsible Service of Alcohol*
- Electronic Presentations
- Event Registrations

Graduates of this program receive the national award: SIT30612 Certificate III in Events.

*Martin does not deliver or assess Responsible Service of Alcohol.

#Students will be required to complete practical work experience with an event

Embedded within the subjects are the national units of competency nominated which meet the endorsed packaging rules for these courses. See Martin website for details of competency matching.

GET RECOGNISED!

Martin events students and graduates can apply for membership to the Australian Marketing Institute (AMI) – an industry association for those in the marketing professions. ami.org.au.

YOUR OPTIONS

Complete these courses on their own or combine courses to tailor your studies to your interests. Take a look at some of your options below.

The above is a sample study plan only. Each student’s plan will vary depending on entry qualifications, the Diploma taken, degree and major and GPA at Martin. Please contact Martin directly or a representative for a tailored plan.

I love that Martin allows me to work part-time and study online. I can do it whenever I want and for as long as I want.

AMANDA
TRAVEL AND TOURISM

BACHELOR OF BUSINESS (TOURISM)

Get the travel bug and keen to share that enthusiasm with others? Take-off with a top job in travel and tourism with our degree. Martin’s Bachelor of Business (Tourism) course will prepare you for work in the vibrant sector by giving you the core skills in tourism management, as well as a broad range of business, management, accounting and marketing skills. You could find yourself operating tours, working in the marketing offices of tourism, working for airlines or resorts, or even establish your own business in the industry. The world is literally your oyster.

Core Subjects

Level 100

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

Level 200

- Introduction to Travel and Tourism
- Ethics and Corporate Social Responsibility
- Tourism Management and Development
- Level 200 Elective
  selected from across all Business streams
- Travel and Tourism Operations
- Cultural Awareness
- Understanding and Using Research
- Level 200 Elective
  selected from across all Business streams

Level 300

- Strategic Management
- Environmental/Sustainable Practice
- Sports and Special Event Tourism
- Level 300 elective
  selected from across all Business streams
- Regional Tourism
- Tourism Policy and Strategy
- Professional Industry Engagement
- Level 300 Elective
  selected from across all Business streams

DIPLOMA OF TRAVEL AND TOURISM

If you’re as passionate about travel as we are, and keen to share that passion with others, you’ve found your perfect fit with the Diploma of Travel and Tourism. Whether you want to work with others to create their dream holiday or work in a resort or as a tourist operator, guiding people on their dream holiday, our course gives you everything you need. Taught by industry experts, you will become an expert yourself in international fares and tickets, working on Galileo and Amadeus, travel industry based computerised reservation systems. Graduate ready to soar into the industry, or work your way to a higher position with further studies.

Core Subjects

- Write Business Documents
- Customer Service Excellence
- Implement and Monitor WHS Practices
- Manage Conflict
- Accounting Analysis
- Budget Management and Control
- Budget Development
- Travel and Tourism Law
- Effective Leadership
- Workplace Operations
- Business Relationships
- Domestic Flights
- International Travel Advice
- International Flights
- Online Travel Reservations

Graduates of the Diploma of Travel and Tourism program receive the nationally recognised award: SIT50112 Diploma of Travel and Tourism.

Your Options

Complete these courses on their own or combine courses to tailor your studies to your interests. Take a look at some of your options below.

GET RECOGNISED!

Martin’s travel and tourism students get certified in the Galileo Desktop Certificate (Fares and Ticketing), Galileo Cross-Check Travel (Client Database and Accounting) and Amadeus (Reservations and Ticketing). These certifications mean you can work in the travel industry as soon as you graduate.

VET FEE-HELP

Available for this course.

ON-CAMPUS

Brisbane, Gold Coast, Melbourne and Sydney

14 weeks per trimester
3 years: 8 units per year

Off-campus: 60 wks
On-campus: 30 wks

Program Duration

Online Learning

Off-campus

Start Dates

Mar, Apr, Aug, Oct

Distance Learning

Melbourne and Sydney

Brisbane, Gold Coast

Anytime

BACHELOR OF BUSINESS (TOURISM)

SCHOOL OF TOURISM AND EVENTS

GALILEO AND AMADEUS

Practice makes perfect, so all of our Travel and Tourism courses give you practical skills in the most popular travel reservation systems – Galileo and Amadeus. The systems are widely used by travel agents all over the world to check availability and details of flights, confirm seats and issue tickets. They teach you to build itineraries for hotels and book (rental) cars, packages and train travel.

Embedded within the subjects are the national units of competency nominated which meet the endorsed packaging rules for these courses. See Martin’s website for details of competency matching.

YEAR 12

DIPLOMA OF TRAVEL AND TOURISM

130 weeks

DIPLOMA OF EVENTS

120 weeks

DEGREE

Transfer with credit to a degree

The above is a sample study plan only. Each student’s plan will vary depending on entry qualifications, the Diploma taken, degree and major and GPA at Martin. Please contact Martin directly or an representative for a detailed plan.
Martin was recommended to me, and I would recommend it to anyone. The chance to study here and learn from some of the best teachers is well worth it.

JONGHYUN
WHERE YOU’LL DESIGN A CAREER

Build a beautiful future.

Turning creative ambition into a successful career can be quite a challenge. But at the Martin School of Design and Technologies, that’s exactly what we’ll help you do. Whether you’re a budding web developer or a fledgling graphic designer, we can help set you up for a professional life that’s as colourful as it is rewarding.

At Martin, you’ll get more than a qualification. You’ll walk away with knowledge and practical skills that are actually relevant to the industry today. And thanks to our buzzing network of industry connections, you can start to spread your wings before you’ve even graduated.

Explore your options in:
- Design
- Web Design
- Information Technology
- Digital Media.
DIPLOMA OF GRAPHIC DESIGN

Imaginative, artistic, original – sound like you? Graphic design is probably your calling. Get ahead of the colourful competition with our Diploma of Graphic Design. You'll be able to put your creativity to practical use and learn advanced techniques in the Adobe Creative Suite, to execute design briefs and build an awe-inspiring portfolio. Martin’s graphic design course is taught by talented teachers, and you also get unlimited access to Lynda.com, filled with online tutorials in graphic design, photography animation and video.

CORE SUBJECTS

- 2D and 3D Packaging
- Creative Advertising
- Design for Screens and Interactivity
- Print Advertising
- Advanced Photo Manipulation
- Publication Design and Layout
- Art Direction and Branding
- Multimedia
- Web Design II
- Professional Practice II

Graduates of the Diploma of Graphic Design receive the nationally recognised qualification: CUV50311 Diploma of Graphic Design.

On-campus
Brisbane, Melbourne and Sydney
Off-campus Online Learning
Program Duration
Full-time: 30 wks or Off-campus: 60 wks
Start Dates
On-campus: Jan, Feb, Mar, Aug, Sep
Off-campus: Anytime

VET FEE-HELP
Available for this course

CERTIFICATE IV IN DESIGN

Design your dream career with Martin’s Certificate IV in Design. If you’re looking for a pathway into a creative job, we’ll teach you to master the foundation principles of graphic design – use Adobe Creative Suite, Illustrator, InDesign and Dreamweaver, implement design briefs and build a portfolio. The hands-on approach means that instead of just learning in a classroom, you’ll get to apply your knowledge to real-life situations and projects. Graduate job-ready to work in fields as diverse as art direction, illustration, web design and publishing, or work your way to a higher qualification.

CORE SUBJECTS

- Workplace Safety
- Digital Illustration
- Design and Culture
- Design Concepts and Principles
- Digital Imaging
- Typography
- Design and Layout
- Pre-Press
- Respond to a Design Brief
- Client Branding from Print to Web
- Professional Practice I
- Web Design I

Graduates of the Certificate IV in Design receive the nationally recognised qualification: CUV40311 Certificate IV in Graphic Design.

On-campus
Brisbane, Melbourne and Sydney
Off-campus Online Learning
Program Duration
Full-time: 25 wks or Off-campus: 50 wks
Start Dates
On-campus: Feb, Mar, Jul, Aug, Sep
Off-campus: Anytime

VET FEE-HELP
Not available for this course

BRIDGING PROGRAM FOR DIPLOMA OF GRAPHIC DESIGN

Keen to study graphic design, but need to brush up on your creative skills? You can bridge your knowledge gap with Martin’s Bridging Program for Graphic Design. Our fast-track, five-week foundation program preps you for Diploma-level studies, with a crash course in Adobe Creative Suite: Illustrator, Photoshop, InDesign and Pre-Press. It’s a great way to get you started, then extend your experience and education to get the Graphic Design gig you want.

CORE SUBJECTS

- Pre-Press
- Design and Layout
- Digital Illustration
- Digital Imaging

Graduates of the Bridging Program receive a Statement of Attainment for partial completion of CUV40311 Certificate IV in Design.

Embedded within the subjects are the national units of competency nominated which meet the endorsed packaging rules for these courses. See Martin website for details of competency matching.

YOUR OPTIONS

Complete these courses on their own or combine courses to tailor your studies to your interests. Take a look at some of your options below.

DIPLOMA OF MARKETING

CERTIFICATE IV IN DESIGN

DIPLOMA OF GRAPHIC DESIGN

DEGREE

3 years

1 year of credits to degree

DEGREE

1 year of credits to degree

SCHOOL OF DESIGN AND TECHNOLOGIES
WEB DESIGN

DIPLOMA OF DIGITAL MEDIA TECHNOLOGIES

The world of digital excites you, you spend hours browsing the web, reading blogs about the latest craze, watching YouTube videos, playing with apps on your smartphone... why not turn that passion into a rewarding career? With our Diploma of Digital Media Technologies, you can. A successful blend of theory and practice, our course will teach you to design and develop media technologies, code websites and mobile applications, edit digital video and manage IT projects – and plenty more. You’ll work on exciting projects and pick up a range of tools and tricks to kick-start a dynamic digital media career – whether as a developer, producer or designer.

CORE SUBJECTS

- Professional Practice in Digital Media Technologies
- Workplace Safety
- Develop Mobile Applications
- Digital Video
- Design Web Environments
- Introduction to Website Development
- Applied Web Development Technologies
- Digital Media Technology Project

Graduates of the digital media course receive the nationally recognised award ICA50911 Diploma of Digital Media Technologies.

GET RECOGNISED!

If you graduate from the Diploma of Digital Media Technologies, you can apply for provisional associate membership of the Australian Computer Society (acs.org.au)! It’s complimentary for the first year, too.

TWO-IN-ONE

We love a beautiful, natural, blend. So we offer our web design courses as a double diploma – meaning you can bulk up your professional advantage with some serious savings.
**INFORMATION TECHNOLOGIES**

**DIPLOMA OF INFORMATION TECHNOLOGY SYSTEMS ADMINISTRATION**

Get technically savvy with the Diploma of Information Technology Systems Administration at Martin. We’ll teach you how to develop effective network systems, provide troubleshooting and support for those systems and your clients, and to master system security. Our course gives you real-world practical experience and will gear you up as a problem-solver, ready to tackle work in an IT role, maintaining, modifying and managing computer systems.

**CORE SUBJECTS**

- IT Professional Practice
- Manage Sustainability
- Systems Maintenance
- Network Solutions
- Disaster and Contingency Planning
- Resource Planning
- Client Support
- Systems Security
- Website Development
- Applied Java Programming
- Manage System Testing

Graduates of this Diploma of Information Technology program meet the nationally recognised qualification.

**GET RECOGNISED!**

Martin Information Technology graduates can apply for provisional associate membership of the Australian Computer Society. acs.org.au.

**YOUR OPTIONS**

Complete these courses on their own or combine courses to tailor your studies to your interests. Take a look at some of your options below:

- **Certificate IV in Business**
- **Diploma of Information Technology Systems Administration**
- **Degree**

The above is a sample study plan only. Each student's plan will vary depending on entry qualifications, the Diploma taken, degree and major and GPA at Martin. Please contact Martin directly or a representative for a tailored plan.

**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, get in touch and we’ll 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)
  - The entry prerequisites are:
    - completion of an Australian Senior Secondary Certificate of Education, or its equivalent, at an appropriate level and be 18 years of age or over; OR
    - mature age entry (aged 21 or over) with relevant work experience; OR
    - successful completion of a relevant qualification at Diploma level or higher.

- **Advanced Diploma Courses**
  - have completed a relevant diploma e.g. Diploma of Business; OR
  - have substantial relevant work experience.

- **Diploma Courses**
  - have completed Australian Year 12 or equivalent; OR
  - have a Certificate IV; OR
  - be aged over 20 and have demonstrated skills acquired through work experience; OR
  - show through an Admissions Interview — either in person or by phone — that you have the skills and capability to succeed in the course.

- **Diploma of Travel and Tourism**
  - Lasting for 5 weeks on-campus and 10 weeks online, the Travel and Tourism Fundamentals program is a prerequisite of the Diploma of Travel and Tourism. However, the Fundamentals program can be bypassed, if a student can demonstrate that they have met course prerequisites through:
    - successful completion of a Certificate III in Tourism, Certificate III in Travel or a Certificate III in Events; OR
    - demonstrated skills acquired through work experience.

- **Certificate IV Courses**
  - have completed Australian Year 11 or equivalent; OR
  - have a Certificate III; OR
  - be aged over 20 and have demonstrated skills acquired through work experience; OR
  - show through an Admissions Interview, either in person or by phone, that you have the skills and capability to succeed in the course.
HOW TO APPLY

> Certificate III Courses
For entry into our Certificate III courses, you need to:
- have completed Australian Year 10 or equivalent; OR
- be aged over 20 and have demonstrated skills acquired through work experience; OR
- show through an Admissions Interview, either in person or by phone, that you have the skills and capability to succeed in the course; AND
- you also need to be over 16 years old at the time you start the course.

> Bridging and Fundamentals Programs
For entry into our Bridging and Fundamentals programs, you need to be at least 16 years of age. To succeed in the Diploma of Graphic Design, candidates must achieve a good working knowledge of the tools and applications taught in the Graphic Design Bridging Program.

> SKILLS RECOGNITION
We believe you should be recognised for past experiences, so we offer flexible entry based on previous studies and work experience. If you’ve taken a related course somewhere else, we’ll give you credit for it. If you have relevant work experience that will help you with a specific course, you can apply to have that recognised too.

If you want to directly enter a course with work experience, you can send through your CV listing two years of relevant work experience, and provide at least two referees to vouch for you. Simple!

> MATURE AGE ENTRY
If you’re at least 20 years old, you can enter 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/financialaid

FEE-HELP & VET FEE-HELP
Our range of Bachelor 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 pay for 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.
Contact
Local call: 1300 762 129
Website: martin.edu.au

Student Admissions, Martin College
Study Group Australia Pty Limited
Level 8, 97-99 Bathurst Street
Sydney NSW 2000

Study Group Australia Pty Limited, trading as Martin College
RTO Code: 5806
CRICOS Code: 01682E

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Study Group prepares students for life in a global society and success in a global economy.

We educate students from every corner of the globe enabling them to realise their potential through a transformational learning experience.

Visit studygroup.com

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visit studygroup.com/buildingfutures

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All information contained in this brochure current as at June 2014.