
MARKETING, COMMUNICATIONS & EVENT MANAGEMENT

JESSICA
Bachelor of Business
(Marketing)



THE

NEW WAY

TO DO UNI



**VICTORIA
UNIVERSITY**

WHERE CAN VU TAKE YOU IN MARKETING, COMMUNICATIONS & EVENT MANAGEMENT?

Do you have bright ideas and enjoy communicating with people – or enjoy planning and coordinating events and activities? As a graduate in marketing, communications or event management, you will be exposed to a wide variety of job options in fast-paced and competitive industries.

At VU you will learn from teachers with expertise in these business sectors and gain valuable insights through guest lectures and workshops. Our students in marketing, communications and event management have gained the edge through work placements with Emerging Writers Festival,

Footscray Community Arts Centre, Melbourne Convention & Exhibition Centre, Australian Grand Prix and more.

Study at VU and discover why employers nation-wide rate our graduates second highest for employability*.



CAREER

MARKETING & COMMUNICATIONS

Get ready for a fast-paced and rewarding career in the marketing industry.



ORGANISATIONS YOU MAY WORK IN

Marketing agencies, in-house marketing units, charitable organisations, advertising agencies, defence force and educational institutions.



POTENTIAL JOB TITLES

Communications Officer; Marketing Officer; Public Relations Officer; Social Media Officer; Events Coordinator; Content Writer or Editor.

EVENT MANAGEMENT

Develop a theoretical and practical understanding of the events sector.

Event management firms, conference venues, wedding planners, museums, charity organisations, art galleries and sporting organisations.

Event Coordinator; Conference Coordinator; Fundraising Officer; Marketing Officer; Account Manager.



COURSE

FURTHER INFORMATION

BUSINESS

Certificate IV in Business	vu.edu.au/courses/BSB40215
Diploma of Business (Enterprise)	vu.edu.au/courses/VDBE
Bachelor of Business	vu.edu.au/courses/BBNS

MARKETING & EVENTS MANAGEMENT

Diploma of Event Management	vu.edu.au/courses/SIT50316
Bachelor of Business (Marketing/Events Management)	vu.edu.au/courses/BBNS
Bachelor of Laws/Bachelor of Business (Marketing/Event Management)	vu.edu.au/courses/LBWB
Bachelor of Laws (Honours)/Bachelor of Business (Marketing/Event Management)	vu.edu.au/courses/LHWB
Bachelor of Psychological Studies/Bachelor of Business (Marketing/Event Management)	vu.edu.au/courses/ABPB
Bachelor of Sport Management/Bachelor of Business (Marketing/Event Management)	vu.edu.au/courses/SBSB

COMMUNICATIONS

Certificate IV in Liberal Arts	vu.edu.au/courses/22317VIC
Diploma of Professional Writing and Editing	vu.edu.au/courses/cua50118
Bachelor of Arts (Communication, Literary Studies, Writing)	vu.edu.au/courses/ABAB
Bachelor of Laws/Bachelor of Arts (Communication, Literary Studies, Writing)	vu.edu.au/courses/LBLA

PRACTICAL LEARNING

All our courses are designed to fully prepare you for work, and taught by industry-connected teachers who are experts in the field. Hands-on learning, industry-sourced projects and work placements will shape you into a stand-out graduate.

CO-OPERATIVE EDUCATION

Our co-operative education program offers Bachelor of Business students a year of paid, full-time employment toward the end of their degree. A preparation program during the second year of study ensures they are ready to enter the workplace.

BUSINESS INTEGRATED LEARNING

Our Business Integrated Learning program recognises industry-based experiences such as relevant project work, part-time employment, a holiday job or even voluntary work while studying. Work Integrated Learning partners have included Melbourne Convention & Exhibition Centre, Melbourne Grand Prix, St Kilda Tourism & Events, Go West and more.

GRADUATING PROJECTS

In the Bachelor of Arts, you will undertake our Graduating Projects units in your final year as part of your major module. These are designed so that you develop your skills in teamwork, organisation, project management, and have the opportunity to gain connections with industry and the community.

**“WE CAN NOW
PROUDLY SAY THAT
75% OF OUR
WORKFORCE ARE
VU GRADUATES!”**

“As a VU graduate, my advice to anyone considering Business at VU is to go for it. Take advantage of the fantastic support network that VU provides for you. Chat with your lecturers, get to know the Work-Integrated Learning coordinators, attend additional seminars, and dive in head first to any experience that comes your way.

I’m now an Event Coordinator at Trumpet Events where we offer VU students the opportunity to get hands-on industry experience at a wide variety of events. As a small business, this has given us confidence to employ VU students on a full-time basis.”

Gillian

Bachelor of Business



THE NEW WAY TO DO UNI

AT VU WE KNOW THERE'S MORE THAN ONE WAY TO SUCCEED AT LEARNING, SO WE PROVIDE MULTIPLE WAYS TO ACHIEVE A WORLD-CLASS EDUCATION AND EXCITING CAREER.

We are one of only six universities in Australia to offer both TAFE and university courses, meaning you can choose the level of study that best suits you.

Our courses are designed with close industry consultation, and you'll have opportunities for engaging work placements and internships to give you a head start in your future workplace. But above all, VU's New Way To Do Uni is about putting you and your success at the centre of everything we do. Our richly diverse and supportive community will reward you with unique experiences in the classroom and beyond.

VU BLOCK MODEL

In 2018 VU was the first Australian university to introduce the VU Block Model. This new approach to learning is focused on making your transition into university easier, your chances of study success greater, and giving you the skills to succeed when you enter the workforce.

WHY IS VU'S BLOCK MODEL BETTER FOR ME?

1

YOU'LL FOCUS ON ONE SUBJECT AT A TIME

Complete one subject every four weeks before moving on to the next. At other universities, you need to complete multiple subjects at once, while at VU you'll be fully focused on each subject.

2

YOU'LL BUILD YOUR CONFIDENCE

The progression of subjects in the Block Model will give you early feedback and success, and build confidence in your studies from day one.

3

YOU'LL FEEL SUPPORTED

Smaller classes mean you have more one-on-one time with your teachers and classmates. And with a timetable that can allow flexibility outside of uni, you can work, and spend time with family, friends and pursue other interests.



GET FUTURE FOCUSED WITH BLENDED LEARNING

Study at Victoria University Polytechnic, VU's TAFE division, and you'll learn with our multi-award winning Blended Learning model. Blended Learning is flexible, industry-based and focused on preparing you for the modern workplace. It replaces paper-based theory tuition with a combination of user-friendly online learning and face-to-face workshops. Online components mean you can learn anytime, anywhere – and then you'll refine your skills through practical learning and on-the-job work placements.

PATHWAYS

Course 'pathways' offer an easy transition between courses at different levels, so that you can start with a certificate and progress right through to postgraduate study – in many cases gaining credits along the way. Students starting in Higher Education degrees can also add to their portfolio of skills with practical, hands-on training through our TAFE programs.

Find out more at vu.edu.au/pathways



**VICTORIA
UNIVERSITY**

**FIND OUT MORE
VISIT VU.EDU.AU**

**CONTACT US
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