DOUBLE DIPLOMA
EVENTS & MARKETING
SIT50212 & BSB51207

“Learn to love your career”
College of Event Management / College of Business & Management

"Make the most of your creative flair and organisational skills with a rewarding career in event management and marketing."

Ivy College offers flexible courses in Events and Marketing. Gain the full range of skills and knowledge to help take your career further.
STUDY ONLINE WITH A QUALITY PROVIDER

Studying online is easy and convenient using myIVY, the College’s purpose-built learning management system. We’ll even provide a tuition session once you’ve enrolled.

SUPPORT WORKSHOPS

For added support, you have the option of attending our regular weekend workshops – where you can meet face to face with your trainer and study peers to discuss course work and share challenges.

STUDY NOW & PAY LATER

With the Australian Government student loan scheme, VET FEE-HELP*, eligible students can defer all tuition fees. You’re not required to pay for your course until you reach the repayment threshold which $53,345 for the 2014-15 income year. Repayments are then made via the taxation system. VET FEE-HELP is available on all courses delivered by Ivy College on behalf of Study Group Australia.

NATIONALLY RECOGNISED

Courses delivered by Ivy College are all nationally recognised, the same as TAFE courses.

START ANYTIME

Apply online and begin your course today.

STUDY ANYTIME

As an online student you can study anywhere! There are no timetables, no semesters and no deadlines. Courses are designed to meet your needs; not the needs of the College.

RECEIVE A "STUDY COACH FOR LIFE"

Our “Study Coach for life” policy means a single academic point of contact is allocated to you for the life of your enrolment. You can ask questions and receive a quick response from the one person throughout your study.

CAREER SUPPORT

Our job is to help you achieve the career you want; not just the course you need to qualify. Our career services can be tailored to include professional Résumé building, one-on-one career coaching sessions, personal career plan development and LinkedIn profile updates.

“FREEZE” YOUR STUDY

We know you have busy periods that prevent you from studying. At Ivy you can freeze your enrolment for up to 3 months, just like you would with your gym membership. If you advise us on or before the relevant census date, no fees will apply.

NO ADMINISTRATION OR ADMISSION FEES

Another reason to choose Ivy.

APPLY ONLINE AND START IMMEDIATELY

Provided you meet the minimum entry criteria, you can apply entirely online – no paperwork - and begin your course immediately.

* Find out more information at www.ivy.edu.au/get-started/vet-fee-help/

Ivy Institute Pty Ltd trading as Ivy College (RTO Code 40718) proudly delivering on behalf of Study Group Australia Pty Ltd (RTO Code 5806), an approved VET FEE-HELP provider.
## DOUBLE DIPLOMA - EVENTS & MARKETING
### SIT50212 & BSB51207

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Diploma of Events &amp; Diploma of Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nationally Recognised</td>
<td>Yes</td>
</tr>
<tr>
<td>National Code</td>
<td>SIT50212 &amp; BSB51207</td>
</tr>
<tr>
<td>Course Fee</td>
<td>$34,592^</td>
</tr>
<tr>
<td>VET FEE-HELP available?</td>
<td>Yes, if you are an Australian citizen &amp; meet the eligibility requirements, you can apply for VET FEE-HELP funding. Study now, pay later.</td>
</tr>
<tr>
<td>Course duration</td>
<td>12 months - Fast-track</td>
</tr>
<tr>
<td></td>
<td>(23 study hours/week on average)</td>
</tr>
<tr>
<td></td>
<td>24 months - Part-time</td>
</tr>
<tr>
<td></td>
<td>(11.5 study hours/week on average)</td>
</tr>
<tr>
<td>Number of Subjects</td>
<td>23 (of which Ivy College delivers 22)*</td>
</tr>
</tbody>
</table>

The Double Diploma of Events and Marketing equips you with the essential skills and practical tools to help take your career in events and marketing further.

Covering all aspects of event planning, customer relationships, budget management and marketing management - you'll gain the fundamental tool-kit to successfully manage and promote any event.

<table>
<thead>
<tr>
<th>Delivery Mode</th>
<th>Online + Work Placement. Includes access to regular support workshops. Visit ivy.edu.au for workshop dates and locations.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment</td>
<td>A variety of assessment methods form part of this course including written assignments, presentations, portfolios of work, Supervisor Observation reports, video demonstration, role plays and project. Students are responsible for securing and completing a suitable Work Placement.</td>
</tr>
<tr>
<td>Start dates</td>
<td>Start anytime</td>
</tr>
<tr>
<td>Qualification awarded by</td>
<td>Study Group Australia Pty Limited RTO Code 5806</td>
</tr>
</tbody>
</table>

^ Prices subject to change. Visit ivy.edu.au for latest Schedule of Fees.
* Ivy College does not deliver or assess Responsible Service of Alcohol (i.e. SITHFAB201 Provide responsible service of alcohol), but we organise for this unit to be delivered by another provider at our workshops.
Work Placement and Workshops

**Work Placement**

Successfully completing the Event Project subject in this course involves planning and managing real events with real clients. Whilst it is the students responsibility to secure an appropriate work placement, Ivy College will provide assistance. During your work placement, you will gain practical experience across a range of event production functions and event types.

*If you can’t find an event, we’ll create one together.*

If you’re unable to access a work placement, you can still fulfil the course requirements by attending our regular workshops where you will be organised into event operations teams, supervised by your trainer. Within these teams you will undertake an active role in the planning, coordinating and staging of a number of different types of ‘real’ Ivy College events.

**Support Workshops**

Whilst this is an online course, you will also have the opportunity to attend regular workshops at one of our training locations in Sydney, Brisbane, Melbourne, Perth and Adelaide. These workshops are designed for those students:

- [x] Requiring personal support;
- [x] Unable to access a work placement; and/or
- [x] Electing to complete the required subject Responsible Service of Alcohol at an Ivy College workshop

Workshops are not compulsory unless you are unable to secure a work placement, in which case the workshops form an essential component of your study. Workshop dates and locations are subject to change and minimum numbers. Latest schedule is published online at www.ivy.edu.au.
The table below outlines the subjects comprising the Double Diploma of Events and Marketing qualifications delivered by Ivy College.

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>ALIGNMENT WITH TRAINING PACKAGE COMPETENCY</th>
<th>DIPLOMA OF EVENTS</th>
<th>DIPLOMA OF MARKETING</th>
<th>DOUBLE DIPLOMA OF EVENTS &amp; MARKETING</th>
</tr>
</thead>
</table>
| Effective Leadership              | Lead and manage people (SITXHRM402)  
Monitor staff performance (SITXHRM503)                                                                 | ✓                 | ✓                    | ✓                                    |
| Workplace Operations              | Monitor work operations (SITXMGT401)                                                                                     | ✓                 | ✓                    | ✓                                    |
| Business Relationships            | Establish and conduct business relationships (SITXMGT501)                                                              | ✓                 | ✓                    | ✓                                    |
| Controlling WHS Hazards and Risks | Identify hazards, assess and control safety risks (SITXWHS301)                                                          | ✓                 | ✓                    | ✓                                    |
| Event Registrations               | Process and monitor event registrations (SITXEVT302)  
Use a computerised reservations or operations system (SITTTS308)                                                      | ✓                 | ✓                    | ✓                                    |
| Coordinate Event Marketing        | Coordinate marketing activities (SITXMPR404)                                                                              | ✓                 | ✓                    | ✓                                    |
| Applied Computing (Spreadsheets)  | Develop and use complex spreadsheets (BSBITU402A)                                                                       | ✓                 | ✓                    | ✓                                    |
| Event Concepts and Proposals      | Prepare and present proposals (SITXADM501)  
Develop event concepts (SITXEVT602)                                                                                 | ✓                 | ✓                    | ✓                                    |
| Venue Selection                   | Manage meetings (BSBADMS028)  
Select event venues and sites (SITXEVT502)                                                                               | ✓                 | ✓                    | ✓                                    |
| Event Sponsorship                 | Obtain and manage sponsorship (SITXMPR501)                                                                               | ✓                 | ✓                    | ✓                                    |
| Responsible Service of Alcohol    | Provide responsible service of alcohol (SITHFAB201)                                                                       | ✓                 | ✓                    | ✓                                    |
| Customer Relationships            | Enhance the customer service experience (SITXCCS401)                                                                     | ✓                 | ✓                    | ✓                                    |
| Event Industry Research           | Access information on event industry operations (SITXEVT301)                                                           | ✓                 | ✓                    | ✓                                    |
| Event Project                     | Manage event staging components (SITXEVT503)  
Manage projects (SITXMGT502)                                                                                           | ✓                 | ✓                    | ✓                                    |
| Budget Management and Control     | Manage finances within a budget (SITXFIN402)                                                                             | ✓                 | ✓                    | ✓                                    |

*Availability of subjects may change in which case an alternative subject will be offered.*
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<th>SUBJECT</th>
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<tbody>
<tr>
<td>Market Evaluation</td>
<td>Identify and evaluate marketing opportunities (BSBMKG501B)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Marketing Essentials</td>
<td>Establish and adjust the marketing mix (BSBMKG502B)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Develop Marketing Plan</td>
<td>Develop a marketing plan (BSBMKG609A)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Market Trends</td>
<td>Interpret market trends and developments (BSBMKG507A)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Market Research</td>
<td>Plan market research (BSBMKG506B)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>Implement and monitor marketing activities (BSBMKG514A)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Services Marketing</td>
<td>Plan and implement services marketing (BSBMKG518A)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Integrated Marketing Communications</td>
<td>Design and develop an integrated marketing communication plan (BSBMKG523A)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

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6 easy steps to success!

Follow these 6 easy steps to help launch your new career in event management & marketing.

1. Apply and commence online study immediately. Study now and pay later with VET FEE-HELP*.

2. Complete subjects at your own pace and at a time you choose. Receive support from your dedicated trainer, even outside business hours. If life gets too busy "freeze" your study for up to 3 months, at no cost (provided you advise us on or before the relevant census date).

3. Interact with other students via online discussion forums. Submit assessments as you go and receive feedback within 72 hours.

4. Attend workshops, to:
   (i) receive personal support
   (ii) complete Responsible Service of Alcohol subject, and/or
   (iii) in place of a formal work placement.

5. Complete an approved work placement OR participate in staging real Ivy College events, supervised by your trainer.

6. Before you graduate, receive career coaching and support services to help land your dream job.

* Find out more information at www.ivy.edu.au/get-started/vet-fee-help/
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Entry Requirements

To enrol in any of Ivy’s Diploma-level courses you will need to have one of the following:

- Australian Year 12 or equivalent; or
- a Certificate IV; or
- during the enrolment process be able to demonstrate that you have the skills and capability to succeed in the course.

All students are also required to have a unique email address.

Technology Requirements

Once enrolled you will gain access to myIVY, your purpose-built learning management system, in order to complete your coursework and assessment tasks. To do this you will need access to a computer satisfying the following minimum systems requirements:

**Operating system**: Windows, Mac OS X, Linux

**Software**: Adobe Acrobat Reader (latest versions available for free download at Adobe website)

**Internet**: Supported browsers include Firefox 3+, Google Chrome 4+, Microsoft Internet Explorer 7 and 8, Opera 9+, Safari 3+ (download latest browser software are for free online). You will need a reliable Internet connection, preferably Broadband (64 Kbit/sec or faster)

Access to a printer and digital camera/recording device is also required.

RPL & Mutual Recognition

Recognition of Prior Learning (RPL) is the formal acknowledgment of your existing skills and knowledge gained from work and life experience. It’s based on the premise that you do not need to undertake training for skills you already possess.

The RPL application process requires you to provide evidence of, or demonstrate, your current ability to competently perform the requirements of a unit(s) of competency within your course.

Qualifications and VET Statements of Attainments issued by another Registered Training Organisation will be recognised by Ivy College via our Mutual Recognition process. You will be asked if you would like to apply for RPL or Mutual Recognition on the enrolment form.

Additional Fees

- **Recognition of Prior Learning (RPL)**: 30% of each unit fee - refer to ivy.edu.au for detail
- **Mutual Recognition**: No Charge
- **Incidental Fees**: Refer to ivy.edu.au
If you're ready to take the step towards a more satisfying career, there's nothing stopping you.

Our courses have no semester intakes so you can literally begin whenever you like, and if eligible you can defer payment by applying for VET FEE-HELP.

Enrol online today by visiting ivy.edu.au or call 1300 659 157

So, what are you waiting for?

Contact Ivy

1300 659 157

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1-5, 117 Old Pittwater Rd
Brookvale, NSW 2100

info@ivy.edu.au

ivy.edu.au