



# Career News 2018 #11

## CareerNews Key Dates & Reminders

### **Key Dates: For all VCE Students –**

#### 'Inside Monash' Seminar Series

Running until September.

For more info and to register visit:

<https://www.monash.edu/inside-monash>

#### Melbourne Polytechnic

VCE VET Music Industry

Exam Prep Workshops (Performance & Sound Production)

When: 31<sup>st</sup> August & 5<sup>th</sup> of September

For details and registration visit:

<https://docs.google.com/forms/d/e/1FAIpQLScssEpULWQ-1d8RETgXPuYLzeeCwOl7oKwGOPRO-7tf8g3U4Q/viewform>

### **Key VTAC Dates: For all VCE Students –**

Course, SEAS & scholarship applications open – Mon 6th August

Timely applications close – Thurs 27th Sep

Late applications open – Thurs 27th Sep

Late applications close – Fri 2<sup>nd</sup> Nov

SEAS applications close – Fri 12th Oct

### **Reminders: For all VCE Students –**

#### Community Achiever Program (CAP) at ACU.

Applications for 2019 close 31st July.

[http://www.acu.edu.au/study\\_at\\_acu/pat\\_hways\\_and\\_entry\\_schemes/year\\_12\\_student\\_entry/early\\_entry](http://www.acu.edu.au/study_at_acu/pat_hways_and_entry_schemes/year_12_student_entry/early_entry)

#### Murrup Barak Experience/Leadership Camp in August

To register visit:

<https://murrupbarak.unimelb.edu.au/study/future-students/undergraduate-study/camps>

### **Reminders: For all Students – Open Days**

University and TAFE Open Days have commenced! Be sure to attend these days to help you decide which institution best suits you. For remaining open days, refer to our 2018 Open Day table on page 3.



## News & Updates

### VTAC

## Applying for 2019 Courses

The Victorian Tertiary Admissions Centre (VTAC) is the central hub for applications to study courses at Victorian tertiary institutions. VTAC receives, collates and forwards applications to universities, TAFE's and independent tertiary colleges. These applications include special consideration (SEAS) requests, scholarship applications and any other relevant or required documentation.

All applications are made on the Victorian Tertiary Admissions Centre (VTAC) website [www.vtac.edu.au](http://www.vtac.edu.au). With applications opening next week on Monday the 6<sup>th</sup> of August and 'timely applications' closing on Thursday the 27<sup>th</sup> of September, it is important to establish your course preferences and consider compiling the following information:

1. **Research** the courses on offer in your chosen field and preferred institution(s). Use 'CourseSearch' on the VTAC website and VTAC App (see quick link) as the primary source of course information. Visit the college websites for more detailed information and take note of the selection criteria for each course that you wish to apply for, as each course and institution's entry requirements do vary. Many courses require only ATAR, however a lot have other requirements such as an interview, admission tests, audition, folio presentation, or extra form/documents that need to be completed. **Important: Take note of all relevant dates and deadlines.**
2. **Refine** your list. You will be able to apply for up to eight courses. Place them in the order of preference. You won't be able to save a draft of your application, but you will be able to change your preferences after it is completed. (Note: You will be offered a place in the highest course in your list for which you meet the requirements).
3. **Register!** Create a VTAC user account and have all your details close at hand i.e. educational history, student numbers to ensure that you complete your application accurately. You have until 27<sup>th</sup> of September for a 'timely' application where the normal application fee is \$36.00, after this date the fee rises to \$105.00.

Handy tips –

\* You will find very useful VTAC videos about applying for courses, SEAS, scholarships, offers and changing preferences at:

<https://www.youtube.com/watch?v=omthlvllajc>

<https://www.youtube.com/watch?v=2MRbS1Om4Oc>

\*The 'How to apply' page on the VTAC website is very helpful and may answer any questions you may have.

## SEAS (Special Entry Access Scheme)

Tertiary institutions are aware that some students' short or long-term circumstances can spoil their academic achievement. The Special Entry Access Scheme (SEAS) is in place to consider students who are disadvantaged. Most are offered through VTAC's SEAS application process, which cannot be completed until you have made a VTAC course application. There are four SEAS categories:

Category 1: Personal information and location

Category 2: Disadvantaged financial background

Category 3: Disability or medical condition

Category 4: Difficult circumstances.

In addition to the application, some categories will require you to submit a description of circumstances, an impact statement and a statement of support or financial evidence. Organising your SEAS application can take several weeks so it is important to familiarise yourself on what is required early so you meet the necessary deadlines. Visit <http://www.vtac.edu.au/who/seas.html> for further information. SEAS applications open on 6th August and close on 12th October at 5pm.

## Scholarship Applications

You can apply for a scholarship through VTAC or the institution directly. For a full list of 'Scholarships available through VTAC visit: <http://www.vtac.edu.au/scholarships/types/available.html?highlight=WyJzY2hvbGFyc2hpcClslidzY2hvbGFyc2hpcClslNjaG9sYXJzaGlwJyJslmFwcGxpY2FoaW9uliwiYXBwbGljYXRpb24nliwiJ2FwcGxpY2FoaW9uliwic2Nob2xhcncNoaXAgYXBwbGljYXRpb24iXQ==>

For a list of 'Scholarships through institutions' visit:

<http://www.vtac.edu.au/scholarships/other/list.html?highlight=WyJzY2hvbGFyc2hpcClslidzY2hvbGFyc2hpcClslNjaG9sYXJzaGlwJyJslmFwcGxpY2FoaW9uliwiYXBwbGljYXRpb24nliwiJ2FwcGxpY2FoaW9uliwic2Nob2xhcncNoaXAgYXBwbGljYXRpb24iXQ==>

Most scholarship applications require an impact statement from the applicant and a statement of support from a relevant and responsible person who knows you and is able to discuss your circumstances.

## Choosing your course preferences

It is important to put your most desired course first in your list of course preferences even if you think your ATAR won't be high enough. There are few reasons to consider this:

- Some applicants gain entry on lower ATAR's because of bonus points achieved, or with a successful SEAS application.
- ATAR's sometimes come down from previous years.
- Some universities allow students to access their courses on a lower ATAR as a result of their involvement in their communities e.g. The 'Community Achiever Program' at ACU, La Trobe's 'Aspire' program.

Remember, if you do not obtain a high enough ATAR to access your course(s), many universities offer pathway programs to their degrees. Some diploma courses may even take you into the second year of your desired degree. Some VET institutions (i.e. Box Hill Institute, Swinburne, RMIT) can also offer formal pathways to university. It is helpful to review these options when deciding on your preferences.

## Quick links

**To review universities:**

<http://www.universityrankings.com.au/atar-entry-scores.html>

**Study score calculator (App):**

<https://itunes.apple.com/au/app/study-score-calculator/id1282878794?mt=8>

**VTAC App:**

<https://itunes.apple.com/au/app/vtac/id1119361879?mt=8>

For students applying for placement in Education, please read about the **CASPer test** that is now required for admission: <https://takecasper.com/test-dates/>

## University of Melbourne Update

This year, the University of Melbourne are pleased to be offering Year 12 students who have a firm idea about their career direction and who have achieved the required ATAR, the opportunity to enrol upfront for both their bachelors and graduate degrees. **Graduate Degree Packages** will be offered for a set of popular undergraduate and postgraduate combinations, including; Science/Engineering, Design/Architecture, Commerce/Law, Biomedicine/Physiotherapy and Arts/Education. You can follow your dream career in; Law, Engineering, Teaching, Architecture, Dentistry, Optometry, Physiotherapy, Veterinary, Medicine, Property, Urban Design and Construction Management. In some cases, students will be guaranteed a graduate degree place if they pass their undergraduate degree, in other cases there may be a WAM (weighted average mark) requirement. Applications for the available Graduate Degree Packages are via VTAC.

## Preparing for a career as a Flight Attendant?

You can currently obtain 'The Complete Flight Attendant Career and Interview Preparation Manual' at a reduced price from 'Reach for the Sky Aviation Services Australia'. It comes either as an eBook (\$20) or hard copy (\$40 plus postage). Email orders: [denise@reachfts.com](mailto:denise@reachfts.com) or a phone order to 0432044512.

## Remaining Open Days 2018

| INSTITUTION   | DATE  |
|---|---|
| <b>Australian Catholic University</b><br>Melbourne Campus<br>Ballarat Campus  | Sun 12 August<br>Sun 26 August  |
| <b>Box Hill Institute of TAFE</b><br>Box Hill Campus  | Sun 26 August   |
| <b>Chisholm Institute</b><br>Berwick Campus<br>Frankston Campus   | Mon 27 August<br>Tue 9 October  |
| <b>Deakin University &amp; Deakin College</b><br>Warrnambool Campus<br>Geelong Campus (Wairn Ponds & Waterfront)<br>Melbourne (Burwood) Campus                | Sun 5 August<br>Sun 19 August<br>Sun 26 August                                  |
| <b>Federation University of Australia</b><br>Berwick, Gippsland & Mount Helen   | Sun 26 August   |
| <b>JMC Academy</b>  | Sat 25 August   |
| <b>La Trobe University &amp; La Trobe Melbourne</b><br>Shepparton Campus<br>Melbourne (Bundoora) Campus<br>Albury-Wodonga<br>Mildura Campus<br>Bendigo Campus | Fri 3 August<br>Sun 5 August<br>Sun 12 August<br>Wed 16 August<br>Sun 27 August |
| <b>Melbourne Polytechnic</b><br>Preston Campus  | Sun 19 August   |
| <b>Monash University</b><br>Peninsula Campus<br>Clayton & Caulfield Campuses<br>Parkville Campus (Pharmacy Focus)   | Sat 4 August<br>Sun 5 August<br>Sun 19 August                                   |
| <b>RMIT</b><br>Bundoora<br>City & Brunswick Campuses  | Sun 5 August<br>Sun 12 August   |
| <b>University of Melbourne</b><br>Parkville & Southbank Campuses  | Sun 19 August   |
| <b>Victoria University</b><br>Footscray Park campus   | Sun 19 August   |
| <b>William Angliss Institute of TAFE</b>  | Sun 12 August   |
| <b>SAE Creative Media Institute</b>   | Sun 5 <sup>th</sup> August  |
| <b>Collarts (Australian College of the Arts)</b>  | Sat 8 <sup>th</sup> Sep   |



## Career Focus

### Marketing Officer

**Marketing Officers** are employed to promote a company's or client's products or services. This involves marketing existing products, or developing markets for new products or services.

A Marketing Officers' key responsibilities can include:

- Identifying and analysing an organisation's strengths, weaknesses
- Setting goals for market share and growth
- Developing and implementing appropriate strategies by selecting, segmenting and targeting markets, and promoting products and services to those markets
- Brand management (marketing collateral); maintaining and developing corporate and retail image
- Developing plans for advertising, sales promotion, public relations, personal selling and sales management
- Product management; choosing labels or packaging, developing new products, price setting for products and services
- Managing distribution channels; such as shops and wholesalers (inventory system/stock control, warehousing and transport)
- Responding to opportunities and threats in the marketing environment
- Undertaking marketing audits to monitor sales performance.

Marketing involves working with people in specialist areas such as technical experts, production managers, accountants and advertising agents. Marketing Officer responsibilities can vary slightly and may involve work in the evenings or on weekends, and interstate travel.

As a Marketing Officer, it is helpful to be able to analyse and interpret information, be creative, have very good communication and organisational skills and be able to work independently or as part of a team. Marketing Officers may be employed by companies that manufacture or distribute consumer or industrial goods, or companies that provide private business services. Marketing executives may also work in advertising, promotions, insurance, banking organisations and government departments and enterprises. With experience, the career path typically leads from support roles to positions of product, brand and general management. E-Commerce (electronic commerce) is a growing area within marketing, so an understanding and skills in this area is worthwhile.

Education and training normally involves completion of a VET qualification. However, entry into this occupation may be improved if you have a degree in business, communications or commerce with a major in marketing. To get into these courses you usually need to have gained your VCE with prerequisite subjects in one or more of English and mathematics.

The following table provides an overview of the Bachelor Degree's available in Victoria:

| Institution/Campus                                  | Bachelor Course   | ATAR  |
|---|---|-------|
| <b>Charles Sturt University</b>                     |   |       |
| (Albury-Wodonga, Melbourne)                         | Bachelor of Business (Marketing) (3 years minimum)  | 65.00 |
| <b>Collarts</b>                                     |   |       |
| (Collingwood)                                       | Fashion Marketing:<br>Diploma of Applied Business (Fashion Marketing) (7 months)<br>Bachelor of Applied Business (Fashion Marketing) (2 years)  | NA    |
| <b>Federation University</b>                        |   |       |
| (Berwick, Gippsland, Ballarat and Off-Campus)       | Business (Marketing) (3 Years)  | NA    |
|   | Business (Marketing and Information Technology) (3 Years)   | NA    |
|   | Business (Management and Marketing) (3 Years)   | NA    |
|   | Business (Marketing and Human Resource Management) (3 Years)  | NA    |
| <b>La Trobe University</b>                          |   |       |
| (Melbourne - Bundoora)                              | Business (Event Management/Marketing Degree (3 Years)   | 50.15 |
|   | Business (Marketing Degree (3 Years)  | 50.50 |
| <b>Monash University</b>                            |   |       |
| (Caulfield)   | Business/Marketing (4 Years)  | 76.55 |
|   | Marketing (3 Years)   | 83.45 |
|   | Marketing and Bachelor of Media Communication (4 years)   | 75.00 |
| <b>RMIT University</b>                              |   |       |
| (Melbourne)   | Business (Marketing) (3 years)  | 70.00 |
|   | Business (Marketing) Applied (4 years)  | 80.10 |
| <b>Torrens University</b>                           |   |       |
| (Online)  | Business (Marketing) (3 Years)  | 60.00 |
| <b>Victoria University</b>                          |   |       |
| (Footscray Park)                                    | Bachelor of Business (Marketing) (3 Years)  | NA    |
| (Bendigo & Melbourne)                               | Event Management/Marketing (3 Years)  | NA    |
| Institution/Campus                                  | VET Course/Diploma  | ATAR  |
| <b>Academia Australia (Melbourne)</b>               | Marketing and Communication:<br>Certificate IV in Business (6 months' minimum)<br>Diploma of Marketing and Communication (1 year min)   | NA    |
| <b>Holmesglen (Chadstone)</b>                       | Marketing:<br>Certificate IV in Business (Introduction to Marketing) (6 months' min)<br>Diploma of Marketing and Communication (1.5 year min)   | NA    |
| <b>La Trobe University (Melbourne Bundoora)</b>     | Business:<br>Diploma in Business (8 months) > Gains entry into 2 <sup>nd</sup> year of either Business/Marketing or Business/Event Management/Marketing degrees at La Trobe   | NA    |
| <b>Melbourne Polytechnic (Preston)</b>              | Marketing:<br>Certificate IV in Marketing and Communication (6 months' min)<br>Diploma of Marketing and Communication (6 months' min)<br>Advanced Diploma of Marketing and Communication (6 months' min)                  | NA    |
| <b>Macleay College (Melbourne)</b>                  | Diploma of Marketing Diploma (1 year)   | NA    |
| <b>Swinburne Institute of Technology (Hawthorn)</b> | Diploma of Marketing and Communication (1 year)   | NA    |
| <b>Torrens University (Online)</b>                  | Diploma of Marketing (1 year)   | NA    |
| <b>RMIT University (City)</b>                       | Marketing and Communication:<br>Certificate IV in Marketing and Communication (6 months' min)<br>Diploma of Marketing and Communication (6 months' min)<br>Advanced Diploma of Marketing and Communication (6 months min) | NA    |

Note:

\* Length of study period is based on minimum duration with a full time study load.

\* RC – Range of Criteria, NA – Not applicable.

\*As subjects and prerequisites can vary between institutions it is necessary to contact your chosen institution for further information. (\*Sources: myfuture.edu.au, Job Guide Victoria, VTAC).