



# Career News 2019 #9

## CareerNews Key Dates & Reminders

### ***For all Students:***

#### **Chisholm Institute**

#### **July School Holiday Workshops**

For students aged 14 - 19 years.

Times: 9.30am to 3.30pm

Where: Frankston campus

Cost \$15 which includes a light lunch.

Bookings are essential so please register here: [www.chisholm.edu.au/workshops](http://www.chisholm.edu.au/workshops)

### ***For all VCE Students:***

#### **ACU University Experience Days**

Explore your local campus and experience student life on the 2<sup>nd</sup> and 5<sup>th</sup> of July.

Where: Melbourne and Ballarat

Register here:

<https://www.acu.edu.au/student-life/experience-uni-before-you-start/explore-your-local-campus>

#### **ACU's Talk with Nurses, Midwives and Paramedics**

Learn what its really like to work in healthcare with Nurses, Midwives and Paramedics. You'll also take a tour of the campus.

When: Tuesday 9th July, 4.00-6.00pm.

Campus: Melbourne

<https://www.acu.edu.au/about-acu/events/2019/july/talk-with-nurses-midwives-and-paramedics>

#### **Inside Monash Seminars**

When: Running until August.

To view the faculties and seminar dates visit: <https://www.monash.edu/inside-monash>

#### **Monash Information Evenings**

When: Running until September.

at various locations across Victoria. Visit:

<https://www.monash.edu/information-evenings>

#### **La Trobe University**

#### **'Experience Clever'**

The dates/campus:

3rd July – Bendigo

5th July – Melbourne

To register visit:

<https://www.latrobe.edu.au/study/life/events/experience-clever>

#### **Victoria University Information Evenings**

When: Running until next Tuesday - the 25th of June.

These evenings feature a broad range of VU's undergraduate course offerings.

To register for the course areas that interest you please visit:

<http://study.vu.edu.au/information-sessions>

#### **Melbourne Career Expo - 2019**

When: 26<sup>th</sup> – 28<sup>th</sup> July

Where: Melbourne Exhibition and Convention Centre (Door 9)

For details visit:

<http://www.careerexpo.com.au/attend/event-details/>

#### **VTAC Information Night**

Learn more about the VTAC application process, timelines, SEAS, scholarships and the VTAC offer system. Tertiary providers will be there to assist students and parents from 6.00 pm to 6.45 pm.

When: July 30th

Where: Rosanove Auditorium, St Margaret's School, 27-47 Gloucester Avenue, Berwick. (Enter from St Margaret's Place).

Time: 7.00 pm

Please register your attendance with Bev Dawes at St Margaret's School:

[dawesb@stmargarets.vic.edu.au](mailto:dawesb@stmargarets.vic.edu.au) by 21st June.

#### **UCAT Testing Reminder**

Testing commences on the 1<sup>st</sup> July and ends 31<sup>st</sup> July. Make sure you're aware of your preferred course's entry requirements.

## News & Updates

### Australian College of Applied Psychology Update

#### Standardised Entry Criteria Changes

ACAP have introduced standardised entry criteria for all ACAP undergraduate courses which includes the removal of ATAR requirements. Students are now required to complete a Senior Secondary Certificate of Education (or equivalent) and participate in a phone screening interview. Students will be contacted through VTAC to arrange a screening interview which will be with a ACAP course adviser. The interview will focus on academic ability and career aspirations.

#### Criminology Experience Session

Registrations are now open for ACAP experience sessions in criminology focusing on Gangs, Violence, Crime and the Media. The sessions are a great opportunity for Year 10 – 12 students to gain a better understanding of the industry, career opportunities and discovering a little more about their Bachelor of Criminology and Justice. The details of this event are:  
Date: Tuesday 9th July, 11.00am – 1.30pm  
Location: ACAP Campus – Level 10, 123 Lonsdale St, Melbourne.  
Cost: Free (lunch included).  
Registrations:  
<https://events.humanitix.com/acap-criminology-taster-session>

### ACU Update

#### Complete ACU's Bachelor of Arts in 2.5 years

ACU students can complete their Bachelor of Arts in only 2.5 years, by studying some units in summer and winter full time. ACU Arts degree offers 20 majors and minors in the humanities, social sciences and visual arts. To learn more visit:

[https://courses.acu.edu.au/undergraduate/bachelor\\_of\\_arts](https://courses.acu.edu.au/undergraduate/bachelor_of_arts)

#### Are you interested in Theology?

ACU are hosting this years' International Conference on Comparative Theology. You can learn about the latest developments within, and challenges to, comparative theology and associated practices of interreligious learning.

The details:

When: 23–24 July 2019

Where: ACU Melbourne Campus:  
115 Victoria Parade, Fitzroy, Victoria.

Cost: \$300 (general), \$150 (student).

Registrations are now open:

<https://www.acu.edu.au/about-acu/faculties-directorates-and-staff/faculty-of-theology-and-philosophy/international-conference-on-comparative-theology-2019>

### Chisholm Update

#### Nursing, Health and Community Services Information Night

When: Wed 26th June

Time: 5:30 pm – 7:00 pm

Where: Chisholm Berwick, Kangan Drive, Building J - New Centre for Health & Community Services. To book visit:

<https://www.eventbrite.com.au/e/chisholm-health-community-services-information-night-tickets-63459048723>

### Collarts Update

#### Collarts Welcomes Comedy

Collarts have announced that they will be offering a course in Comedy, you can read more here:

<https://www.collarts.edu.au/comedy>



#### Early offers via VTAC

Collarts will now be offering all of their courses during the early VTAC December round offer. Students will need to complete their audition, interview or portfolio prior to offers being made on 18th of December 2019.

## Deakin University

### Update

#### Attention Sport Enthusiasts!

You can win a behind-the-scenes elite sport experience. Deakin are offering two incredible opportunities to win an all-access immersive experience with either the Geelong Cats or Suncorp Super Netball. The winners will go behind the curtain for the day and see experts prepare players, join the media pack, and watch a game from top seats. To win the Geelong Cats experience in August follow this link:

<https://www.deakin.edu.au/allaccesscats>

To win the Suncorp Super Netball Grand Final experience in September visit:

[www.deakin.edu.au/allaccessnetball](http://www.deakin.edu.au/allaccessnetball)

#### Faculty of Health – information Sessions in July



#### Nutrition and Dietetics Course Information Session

When: 23<sup>rd</sup> July, 6:00 pm – 7:30 pm

Where: Burwood campus

Register here:

<https://www.eventbrite.com.au/e/deakin-nutrition-and-dietetics-course-information-session-registration-56078535409>

#### Occupational Therapy Course Information Session

When: 23<sup>rd</sup> July, 6:00 pm – 7:30 pm

Where: Geelong Waterfront campus

Register here:

<https://www.eventbrite.com.au/e/deakin-occupational-therapy-course-information-session-registration-56078640724>

#### Psychology Course Information Sessions

When: 23<sup>rd</sup> July, 6:00 pm – 7:30 pm

Where: Burwood and Geelong Waterfront campuses.

Register here for Burwood:

<https://www.eventbrite.com.au/e/deakin-psychology-course-information-session-registration-56079015846>

Register here for Geelong Waterfront:

<https://www.eventbrite.com.au/e/deakin-psychology-course-information-session-registration-5607911131>

### **Deakin University Faculty of Health – Information Sessions in July continued:**

#### **Exercise and Sport Science Course Information Session**

When: 24<sup>th</sup> July, 6:00 pm – 7:30 pm

Where: Burwood

Register here:

<https://www.eventbrite.com.au/e/deakin-exercise-and-sport-science-course-information-session-registration-56076214467>

#### **Exercise and Sport Science Course Information Session**

When: Sat 27th July, 2.30 pm – 4.00 pm

Where: Warn Ponds campus

Register here:

<https://www.eventbrite.com.au/e/deakin-exercise-and-sport-science-course-information-session-registration-55949122331>

#### **Nursing and Midwifery Course Information Sessions**

When: 25<sup>th</sup> & 27th July

Where: Burwood and Geelong Waterfront

Register here for Burwood:

<https://www.eventbrite.com.au/e/deakin-nursing-and-midwifery-course-information-session-registration-56077649760>

Register here for Geelong Waterfront:

<https://www.eventbrite.com.au/e/deakin-nursing-and-midwifery-course-information-session-registration-56078226485>

#### **Health Sciences Course Information Sessions**

When: 30th July, 6:00 pm – 7:30 pm

Where: Burwood

Register here:

<https://www.eventbrite.com.au/e/deakin-health-sciences-course-information-session-registration-56076650772>

When: 31st July, 6:00 pm – 7:30 pm

Where: Waterfront campus

Register here:

<https://www.eventbrite.com.au/e/deakin-health-sciences-course-information-session-registration-56077015864>

#### **Optometry and Medical Imaging Course Information Session**

When: 30th July, 6:00 pm – 8:00 pm

Where: Warn Ponds campus

Register here:

<https://www.eventbrite.com.au/e/deakin-optometry-and-medical-imaging-course-information-session-registration-56077065011>

## **Monash University**

### **Update**

#### **Rural Students: Boost your chance of entry into Medicine**

Students who grew up in rural Victoria can boost their chances of entry into Medicine via a special entry scheme: The Dean's Rural List. If you have spent five consecutive years or a total of ten years living outside a major Australian city, then you're eligible to apply. To find out more click here:

[https://www.monash.edu/medicine/rural-boost?utm\\_campaign=future\\_students\\_Medicine&utm\\_source=monash\\_update&utm\\_medium=email&utm\\_content=issue\\_5](https://www.monash.edu/medicine/rural-boost?utm_campaign=future_students_Medicine&utm_source=monash_update&utm_medium=email&utm_content=issue_5)

#### **Year 12 Revision Classes and Course Webinars**

Year 12 Chemistry students are invited to a HPLC and Stoichiometry revision classes. All content aligns with the VCE curriculum and showcases Pharmacy and Pharmaceutical Science careers.

#### **HPLC Practical Revision Day**

When: Monday 1 July & Friday 12 July.

Time: Dates/sessions to choose from are as follows –

Monday 1st July 9.00am-12.30pm

Monday 1st July 1.00pm- 4.30pm

Friday 12th July 9.00am-12.30pm

Friday 12th July 1.00pm-4.30pm

Where: Parkville

Cost: \$10 per session.

To register visit:

<https://shop.monash.edu/hplc-practical-revision-day.html>

#### **Stoichiometry Revision Day**

When: Wednesday 3rd July.

Time: 10am – 2pm

Where: Parkville

Cost: \$10

Please note: this event is a duplication of the event that Monash held on the 10<sup>th</sup> of April this year.

<https://shop.monash.edu/stoichiometry-revision-day-july-2019.html>

#### **Year 10 Discovery Day**

These July school holidays, Year 10 students can get a taste of uni life at Monash in Clayton. You'll receive some tips on how to achieve a top ATAR score and take part in some fun interactive workshops. The details:

When: Thursday 4th July

Time: 8.50am - 2.00pm

Location: South One Lecture Theatre, 43 Rainforest Walk, (Clayton campus).

Please note that this day is for students and parents need not attend.

You can register here:

[https://www.monash.edu/year-10-day?utm\\_campaign=yr10day\\_Brand&utm\\_source=monash\\_update&utm\\_medium=email&utm\\_content=PreEvent](https://www.monash.edu/year-10-day?utm_campaign=yr10day_Brand&utm_source=monash_update&utm_medium=email&utm_content=PreEvent)

#### **New Bachelor of Politics, Philosophy and Economics Course**

This new course studies the inter-relationship between politics, philosophy and economics. You will develop your ability to think critically about analysis, strategy and leadership.

The requirements will be an ATAR of 90+ with English and Math's plus an interview.

For more information, you can contact Georgina Gibson on 03 9902 0344.

#### **Engineering - Year 8 Challenge**

Year 8 students can dive into the world of engineering with this three-day program running from 1st-3rd of July. Students will be conducting experiments, designing, building and testing structures, constructing electrical gadgets, playing with robots, learning about new materials and will explore AI. You can discover more here:

[https://www.monash.edu/engineering/challenge?utm\\_campaign=future\\_students\\_Engineering&utm\\_source=monash\\_update&utm\\_medium=email&utm\\_content=issue\\_5](https://www.monash.edu/engineering/challenge?utm_campaign=future_students_Engineering&utm_source=monash_update&utm_medium=email&utm_content=issue_5)

#### **Monash Engineering Girls (MEG)**

During the July holidays, Monash will be running their 'Access All Areas' exploration of their engineering precinct. Monash encourages girls interested in STEM to join the MEG program which runs from Year 9 until (and during) Year 12. For more info visit:

[https://www.monash.edu/engineering/meg?utm\\_campaign=future\\_students\\_Engineering&utm\\_source=monash\\_update&utm\\_medium=email&utm\\_content=issue\\_5](https://www.monash.edu/engineering/meg?utm_campaign=future_students_Engineering&utm_source=monash_update&utm_medium=email&utm_content=issue_5)

## University of Melbourne

### Update

#### Faculty of Arts VCE Winter School 2019

When: Monday 8 July - Thursday 11 July.

This is an offer for Year 11 and 12 students to gain a fresh perspective on their VCE subjects. If you're currently studying; History Revolutions, Literature, French or Italian come along and be inspired by scholars and teachers who are experts in their fields.

Cost \$40-\$90 (not including lunch)

To register visit:

<https://www.trybooking.com/book/event?eid=495444&>

#### Meet Melbourne: Rural

Meet Melbourne events are for students, teachers and parents to who live outside metro Melbourne to meet UOM staff in their local area. The July evening sessions are:

Geelong - Wed 24<sup>th</sup> June

Shepparton - Tues 30<sup>th</sup> July

Time: 6pm – 8.30pm

For more information, visit:

<https://study.unimelb.edu.au/connect-with-us/events>

#### My Melbourne Future

'My Melbourne' is a series of information evenings for prospective students and their families. Presented on campus, at the University of Melbourne, the next evening sessions coming up are:

'My Future in Engineering'

Tuesday 25<sup>th</sup> June 25, 6pm – 8pm

Where: Parkville campus

'My Future in Fine Art'

Wednesday 26<sup>th</sup> June, 6pm – 8pm

Where: Southbank campus

To register click here:

<https://study.unimelb.edu.au/connect-with-us/my-melbourne-future>

#### John Button School Prize

The John Button School Prize is a competition which awards the best essay on a subject concerning Australia's future. It is to be written by a Victorian student in Year 10 – 12 (under 19 years of age) and submitted via the students' school.

Essays submitted for the School Prize should discuss Australian politics or policy.

Applications close on the 7<sup>th</sup> of July. For more

information visit:

<https://government.unimelb.edu.au/engagement/the-john-button-fund/john-button-school-prize>

#### The Future Park Design Idea's Competition

Victorian high school students studying art, design, environmental studies and associated subjects are invited to submit proposals for the design of a new park in Melbourne. You could win work experience at a landscape architecture office! Entries close on the 1<sup>st</sup> August for this one. For more information, visit:

<https://facultyofarchitecturebuildingandplanningtheuniversityofmelbourn.cmail20.com/t/ViewEmail/j/6708FFoFA3762D242540EF23F3oFEDED/029C53FD5D9DDB99FE6194DE962A274B>

#### Girls Do Jazz!



The 'Girls Do Jazz 2019' short course at UOM incorporates a repertoire of blues, jazz standards, modal playing, original tunes and free improvisation. You will foster relationships with emerging and established musicians, engage with a like-minded creative community and develop your musical skills and career path through informal performances, rehearsals and discussions.

This course is suitable for 15-20 year-old, female and gender-non-conforming student instrumentalists with an interest in jazz and improvisation, and those intending to audition for Jazz and Improvisation at the Faculty of Fine Arts and Music at Melbourne in the future.

The course details are:

When: 11th August, 8th September, 13th October, 10th November, 8th December (at the Jazzlab as part of the Melbourne Women's International Jazz Festival).

Where: Victorian College of the Arts, St

Kilda. Cost: \$525

For more information and enquiries:

<https://finearts-music.unimelb.edu.au/study-with-us/short-courses/girls-do-jazz-2019>

To book:

<https://www.trybooking.com/book/event?eid=441620&>

#### Trinity Young Leaders Program

The Young Leaders Program (YLP) offered at Trinity College, the University of Melbourne, provides students aged between 14 and 17 the opportunity to live on campus at Trinity College and join lectures and workshops with other like-minded young leaders.

When: 7 July – 14 July & 14 July – 21 July 2019

Where: Trinity College, Parkville Contact:

[youngleaders@trinity.unimelb.edu.au](mailto:youngleaders@trinity.unimelb.edu.au)

## Medicine and Dentistry

### students: UCAT

#### Information Session

With testing commencing on the 1<sup>st</sup> of July for the UCAT, the National Institute of Education are holding an information session for students to assist with questions.

This session is also available to Year 10 and 11 students as well as those currently in Year 12. The details are:

When: 4<sup>th</sup> July 2019, 6:30pm – 8pm.

Where: Best Western Plus, The Tudor, Box Hill, Vic. Note: There is free onsite parking and parents are welcome.

You will need to register, so here is the link:

<https://www.eventbrite.com.au/e/ucat-undergraduate-pathways-into-medicine-information-session-box-hill-vic-tickets-53950109229?aff=ebdssbdestsearch>

## Richmond Institute of

### Sports Leadership –

#### Open Day in July

The RISL (Melbourne Campus) has upcoming Open The days/times are:

Monday 1<sup>st</sup> July (10:30am & 2:30pm)

Wednesday 3<sup>rd</sup> July (10:30am & 2:30pm)

Thursday 11<sup>th</sup> July (10:30am & 2:30pm)

Wednesday 24<sup>th</sup> July (7:00pm)

If attending one of these days is of interest to you, please ensure you read the details and register by visiting the following link:

[www.richmondinstitute.com.au](http://www.richmondinstitute.com.au)

## Open Days 2019

INSTITUTION	DATE	TIME	CONTACT DETAILS
<b>Australian Catholic University</b> Melbourne Campus Ballarat Campus	Sun 11 Aug Sun 25 Aug	10am – 3pm 10am – 2pm	1300 ASK ACU Email: <a href="https://www.acu.edu.au/student-life/experience-uni-before-you-start/open-day">https://www.acu.edu.au/student-life/experience-uni-before-you-start/open-day</a>
<b>Box Hill Institute of TAFE</b> Box Hill Campus Lilydale Campus	Sun 25 Aug Sun 15 Sep	10am – 3pm 10am – 3pm	1300 269 445 <a href="http://www.boxhill.edu.au/openday">www.boxhill.edu.au/openday</a>
<b>Chisholm Institute</b> Dandenong	Mon 16 Dec	5pm - 7pm	1300 244 746 <a href="https://www.chisholm.edu.au/open">https://www.chisholm.edu.au/open</a>
<b>Deakin College</b> Geelong Campus (Waurin Ponds & Waterfront) Melbourne (Burwood) Campus <b>Deakin University</b> Geelong Campus (Waurin Ponds & Waterfront) Melbourne Burwood Warnambool	Sun 18 Aug Sun 25 Aug Sun 18 Aug Sun 25 Aug Sun 4 Aug	9am – 3pm 9am – 3pm 9am – 3pm 9am – 3pm 10am – 2pm	1800 334 733 <a href="http://openday.deakin.edu.au/">http://openday.deakin.edu.au/</a>
<b>Federation University of Australia</b>			1800 333 864 <a href="https://federation.edu.au/openday">https://federation.edu.au/openday</a>
<b>JMC Academy</b>	Sat 24 Aug		1300 410 311 <a href="https://www.jmcacademy.edu.au/events/open-days">https://www.jmcacademy.edu.au/events/open-days</a>
<b>La Trobe College</b> Melbourne (Bundoora) <b>La Trobe University</b> Shepparton Campus Melbourne (Bundoora) Campus Albury-Wodonga Mildura Campus Bendigo Campus	Sun 4 Aug Fri 2 Aug Sun 4 Aug Sun 18 Aug Sun 14 Aug Sun 25 Aug	3pm - 7pm 10am - 4pm 10am - 2pm 4pm - 7pm 10am - 3pm	1300 135 045 <a href="https://www.latrobecollegeaustralia.edu.au/">https://www.latrobecollegeaustralia.edu.au/</a> <a href="https://www.latrobe.edu.au/openday">https://www.latrobe.edu.au/openday</a>
<b>Melbourne Polytechnic</b> Preston Campus	Sun 18 Aug	10am – 3pm	9269 1200 <a href="https://www.melbournepolytechnic.edu.au/open-day">https://www.melbournepolytechnic.edu.au/open-day</a>
<b>Monash University</b> Peninsula Campus Clayton & Caulfield Campuses Parkville Campus	Sat 3 Aug Sun 4 Aug Sun 18 Aug	10am – 3pm 10am – 4pm 10am – 3pm	1800 666 274 <a href="https://www.monash.edu/open-day">https://www.monash.edu/open-day</a>
<b>Richmond Institute of Sports Leadership</b>			
<b>RMIT</b> Bundoora City & Brunswick Campuses	Sun 4 Aug Sun 11 Aug	10am – 4pm 10am – 4pm	9925 2260 <a href="https://openday.rmit.edu.au/">https://openday.rmit.edu.au/</a>
<b>Swinburne University</b> Hawthorn	Sun 28 July	10am – 4pm	1300 SWINBURNE <a href="https://www.swinburne.edu.au/">https://www.swinburne.edu.au/</a>
<b>University of Melbourne</b> Parkville Dookie Werribee	Sun 18 Aug Sun 22 Sep Sun 20 Oct	10am – 4pm 10am – 4pm 10am – 4pm	1800 801 662 <a href="https://openday.unimelb.edu.au/">https://openday.unimelb.edu.au/</a>
<b>Victoria University</b>			1300 171 755 <a href="https://openday.vu.edu.au/">https://openday.vu.edu.au/</a>
<b>William Angliss Institute of TAFE</b> City	Sat 3 Aug	10am – 3pm	1300 ANGLISS <a href="http://www.angliss.edu.au">http://www.angliss.edu.au</a>
<b>SAE Creative Media Institute</b>	Sun 11 Aug	10am – 2pm	<a href="https://sae.edu.au/news-and-events/events">https://sae.edu.au/news-and-events/events</a>
<b>Collarts (Australian College of the Arts)</b> Fitzroy, Collingwood (Wellington St & Cromwell St)	Sat 31 Aug	10am – 3pm	<a href="https://www.collarts.edu.au/open-day">https://www.collarts.edu.au/open-day</a>



## Career Focus – Advertising Account Executive

Advertising account executives create and coordinate advertising campaigns to encourage consumers to purchase particular products or services. Employment can be in advertising agencies which can vary in size and scope. Large agencies are often confined to metropolitan areas as the industry must have direct access to major business districts, associated industry groups and media. You can also find advertising sales and account management positions at media companies in; print - daily and metro newspapers, radio, outdoor, digital (online) and television. Overall, the future is strong for this industry. The Australian Government projects that advertising and marketing professionals will see a 12.5% increase in employment opportunities within the next 5 years\*.

Advertising account executives:

- Discuss the product or service to be advertised with clients and/or other stakeholders.
- Develop the campaign strategy and details, then brief other specialists.
- Analyse data and buying behaviours.
- Present concepts, campaigns and media plans to clients along with a summary of expenditure.
- Negotiate rates and spend according to budget.
- Supervise and coordinate the work of the relevant production departments to ensure the campaign meets deadlines and budget requirements.
- Communicate with clients throughout projects and deal with problems if they arise.
- Work as part of a team and closely with their clients.

To be an advertising account executive, it is helpful to:

- Be creative and imaginative.
- Have an analytical ability.
- Be well presented and have a pleasant manner.
- Have good communication and negotiation skills.
- Be able to network effectively and work under pressure to deadlines.
- Be able to present well.
- Have a sales focus (in advertising sales positions).

There are various ways to enter the advertising industry. Some companies find a degree with a major in advertising and marketing desirable and others value work experience and performance. Over half of the workers in the industry have a university degree, to do this you will need to have gained your VCE with prerequisites in one or more of English and Mathematics.

You can visit these websites for further information:

[www.ami.org.au](http://www.ami.org.au)

[www.communicationscouncil.org.au](http://www.communicationscouncil.org.au)

[www.gooduniversitiesguide.com.au](http://www.gooduniversitiesguide.com.au)

[www.joboutlook.gov.au](http://www.joboutlook.gov.au)

Below is a list of the courses and tertiary study options in Victoria:

Tertiary – Bachelor (Undergraduate) Degrees				
Institution	Campus	Course	Duration	ATAR
Academia Australia	Melbourne	Certificate IV in Business (VET)	6 months	NA
		Diploma of Marketing and Communication (VET)	1 Year	NA
Holmesglen	Chadstone	Certificate IV in Business (Intro to Marketing) (VET)	6 months	NA
		Diploma of Marketing and Communication (VET)	1.5 Years	NA
Macleay College	Melbourne	Diploma of Advertising & Media	1 Year	NA
		Diploma of Marketing	1 Year	NA
Melbourne Polytechnic	Preston	Certificate IV in Marketing and Communication (VET)	6 months	NA
		Diploma of Marketing and Communication (VET)	6 months	NA
		Advanced Diploma of Marketing and Communication (VET)	6 months	NA
RMIT University	Melbourne	Certificate IV in Marketing and Communication (VET)	6 months	NA
		Diploma of Marketing and Communication (VET)	6 months	NA
		Advanced Diploma of Marketing and Communication (VET)	6 months	NA
Swinburne University	Hawthorn	Diploma of Marketing and Communication (VET)	1 Year	NA
Torrens University	Online	Diploma of Marketing	1 Year	NA
Tertiary – Bachelor (Undergraduate) Degrees				
Institution	Campus	Course	Duration	ATAR
Charles Sturt University	Albury-Wodonga, Melbourne.	Bachelor of Business (Marketing)	3 Years	NA
Deakin University	Cloud, Burwood	Bachelor of Communication (Advertising)	3 Years	60.35
Federation University	Berwick, Gippsland, Mt Helen, Off-campus.	Bachelor of Business (Marketing)	3 Years	37.4 (Berwick)
Latrobe University	Bundoora	Business (Diploma) / Business (Marketing) (Degree)	2 years/8 months	NA
	Melbourne	Bachelor of Business (Marketing)	3 Years	50.90
Macleay College	Melbourne	Bachelor of Advertising and Media	2 Years	NA
Monash University	Caulfield	Bachelor of Business and Bachelor of Marketing	4 Years	83.80
		Bachelor of Marketing	3 Years	80.60
		Bachelor of Marketing and Bachelor of Media Communication	4 Years	83.90
RMIT	Melbourne	Bachelor of Communication (Advertising)	3 Years	NA
		Bachelor of Business (Marketing)	3 Years	68.15
		Bachelor of Business (Marketing) (Applied)	4 Years	80.05
Torrens University	Online	Bachelor of Business (Marketing)	3 Years	NA
Victoria University	Footscray Park	Bachelor of Business (Marketing)	3 Years	NA

Note: \* NA – Not applicable or under 5 offers were previously made, ATAR is based on the lowest selection rank with adjustment factors. (As subjects, course structures and requirements can vary between institutions, it is necessary to contact your chosen institution for further information).

Sources: <http://lmip.gov.au/default.aspx?LMIP/EmploymentProjections>.

## Career Profile – Advertising Account Executive

**Name:** Varena Lyell

**Current Position:** Marketing Account Director at LinkedIn

**Can you tell us where you studied, how long your course duration was and where you undertook your work experience (if any) to become qualified as an Advertising Account Executive?**

I did not undertake any study, but rather worked my way through the advertising industry to achieve my current role.

**Whilst you were studying at secondary school, did you know that you wanted to work in the advertising industry?**

Not at all, I wanted to be an Oscar winning actress.

**What do you love about your job?**

I love presenting in front of an audience for obvious reasons stated above. I also love the fast-dynamic pace of the industry as well as it being a creative environment that allows me to do more creative thinking when approaching my client's strategic responses. I'm very much a people person and this industry is all about relationships and I love that I am able to get out and interact with people, rather than being stuck at my desk all day. I also LOVE the perks.

**What personal requirements would you say are necessary in your position?**

- To have an ability to work and adapt within a fast paced deadline-orientated environment
- To have a relationship driven personality
- Be a strategic thinker
- Be able to follow through and have attention to detail

**What are the challenges of your job and the best ways to overcome those challenges?**

At LinkedIn, there is an unbelievable amount of information coming at you all the time, as the company encourages a growth mindset. The challenge is not allowing this to overwhelm you, rather create processes to get through what is most relevant. The other challenge is also protecting my core clients that spend while investing time to build on other business units within the restricted client base I look after. This is where relationships and contacts come into play to help develop more business (accounts).