A full-day seminar introducing you to a career in public relations

Recommended for anyone considering a career in PR. Provides a realistic up-to-date overview of the industry and employment opportunities.

Cost: $55* per person (includes refreshments and light lunch)

Date: Saturday 10 September 2011, 10 am–3.30 pm

Venue: RMIT Building 108, Level 9, Lecture Theatre 16 (239 Bourke Street, Melbourne)

TOPICS
» Integrated marketing communications—pulling it all together
» Consultancy PR—your own company
» Corporate PR—big business
» New media—innovative and inspirational
» Government PR—public concerns
» Event management—make an impact
» Fundraising—not-for-profit
» The future—what’s up for tomorrow

Further information:
RMIT Training
Tel. +61 3 9925 8111
Email: enquiries@rmit.edu.au

To register, go to www.shortcourses.rmit.edu.au

Registration closes 6 September
Book early—places limited!

* Discount available for current RMIT students
A full-day seminar introducing you to a career in advertising

Recommended for anyone considering advertising as a career. Provides a realistic up-to-date overview of the industry and employment opportunities.

**Cost:** $55* per person (includes refreshments and light lunch)

**Date:** Saturday 27 August 2011, 10 am – 3.30 pm

**Venue:** RMIT Building 108, Level 9, Lecture Theatre 16 (239 Bourke Street, Melbourne)

**TOPICS**

- Branding and strategy—creating loyalty and making an impact
- Integrated marketing communications—pulling it all together
- Creative advertising—the big idea
- Account service—connecting with the client
- Media—visibility and exposure
- Production—making it happen
- The future and new technologies
- Study options
  Subject to availability of guest presenters

**Further information:**

RMIT Training
Tel. +61 3 9925 8111
Email: enquiries@rmit.edu.au
To register, go to [www.shortcourses.rmit.edu.au](http://www.shortcourses.rmit.edu.au)

Registration closes 23 August
Book early—places limited!

* Discount available for current RMIT students

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‘After attending the RMIT Public Relations Careers Day and hearing from a wide range of industry speakers, I was convinced that RMIT was the right place to study. One of the best things about the PR program is the diverse range of courses. It covers all the vital elements and will provide you with enough knowledge to walk right into a new job.’

Emma Black
Advanced Diploma of Business (Public Relations)

‘ACP Magazines would like to commend RMIT on a fantastic program. We have employed outstanding graduates from RMIT, both present and past, who have progressed through our business.’

Melissa Chadwick, ACP Magazines