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
» 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

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

Registration closes 23 August
Book early—places limited!

* Discount available for current RMIT students