

HOSPITALITY TOURISM MARKETING

FACULTY OF BUSINESS AND LAW

EVENTS
HOSPITALITY
MARKETING
MUSIC
TOURISM
RETAIL



STUDENT STORY

STEVEN PALOMBO

MARKETING BUSINESS MANAGER, MELBOURNE AIRPORT

BACHELOR OF BUSINESS (TOURISM MANAGEMENT)

"When I was looking for work one of my most valuable assets was my Bachelor of Business in Tourism Management from Victoria University. I started working for Melbourne Airport in 1998 as a marketing project officer, and now I'm the airline business manager.

The opportunity to represent the city of Melbourne and Melbourne Airport to international clients is exciting. My VU course gave me broad business skills and now I do everything from relationship management and statistical analysis to public presentation and advertising. The industry is dynamic and covers many different sectors. That's where the Victoria University course is advantageous. It provides a solid base to move forward in the industry."

WHY STUDY AT VU?

VU is Australia's most experienced provider of programs for these high-profile service sectors and has equipped students to meet industry needs since 1962.

VU has won a total of eight state and national Tourism Awards and has been inducted into the Victorian Tourism Awards Hall of Fame.

Our staff are highly qualified and include international leaders in hospitality, tourism and events research.

Our courses are offered at convenient locations across Melbourne and are close to public transport.

CONTACT US

SCHOOL OF HOSPITALITY, TOURISM AND MARKETING

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HOW HOSPITALITY, TOURISM AND MARKETING COURSES WORK

At VU, we work towards developing your career and ensure that our graduates are ready for the workplace. When doing one of our Business courses you will need to complete Core Business Units and Professional Development Units. Many of our courses also include Work Integrated Learning.

CORE BUSINESS UNITS

Accounting for Decision Making
Information Systems for Business
Economic Principles
Business Statistics
Introduction to Marketing
Business Law
Management and Organisation Behaviour

PROFESSIONAL DEVELOPMENT UNITS

A combination of activities, classes and projects, these ground breaking new courses work in conjunction with workplace learning to give graduates the personal and life skills so desired by business.

Professional Development Units are unique to VU and were designed in conjunction with business to improve your understanding of the business environment and develop your professional readiness over the three years of your degree.

WORK INTEGRATED LEARNING

Work Integrated Learning is a workplace based learning experience that combines professional workplace activities with an online curriculum designed to develop and enhance your employability. This real world experience will give you an advantage in a highly competitive graduate employment marketplace. It produces more mature and focused graduates who possess the skills necessary to immediately play a productive role in any work place.

BACHELOR OF BUSINESS (MARKETING), BBBK

You will gain a comprehensive theoretical and practical marketing education with a sound business management base. You will demonstrate planning, implementation, control and evaluation of marketing strategies, tactics and operations through critical research and analyses. The goal of this course is to help you develop the skills to become an integral part of the marketing and communication areas of an organisation.

DURATION: 3 yrs FT/PT equivalent.

CAMPUS: Footscray Park, Sunbury.

CAREERS: Our graduates gain employment in market research and analysis, promotions and public relations, customer relationship management, fundraising, and brand management.

COURSE STRUCTURE

- 7 Core Business Units
- 7 Specialisation Units – Marketing
 - Distribution Management and Operations
 - Advertising and Marketing Communications
 - Product and Services Innovations
 - Marketing Research
 - Consumer Behaviour
 - Advanced Marketing Research
 - Marketing Planning and Strategy
- 7 Approved Electives Units
- 3 Professional Development Units or Business Integrated Learning (BIL)

BACHELOR OF BUSINESS (HOSPITALITY MANAGEMENT), BBHM

You will develop knowledge of the hospitality industry and the skills needed to explore other broad business related areas such as marketing, tourism and human resources management. The goal of the course is to help you develop a general, broad knowledge of the major operating areas of the hospitality industry.

DURATION: 4 yrs FT/PT equivalent.

CAMPUS: Footscray Park.

CAREERS: Our graduates gain employment in hospitality areas such as customer service management, employee relations, organisational development and hospitality operations and services.

COURSE STRUCTURE

- 7 Core Business Units
- 7 Specialisation Units – Hospitality
 - Introduction to Hospitality
 - Food and Beverage Management I
 - Food and Beverage Management II
 - Accommodation Management
 - Yield Management
 - Human Relations
 - Hospitality Facilities Planning and Development
- 5 Approved Electives Units
- 3 Professional Development Units
- 2 Work Integrated Learning Units

BACHELOR OF BUSINESS (TOURISM MANAGEMENT), BBTM

The goal of this course is to equip you with a specialist understanding of tourism including tourism products, complemented by a thorough understanding of business management. You will learn to develop, operate, manage and market sustainable tourism businesses and destinations.

DURATION: 4 yrs FT/PT equivalent.

CAMPUS: Footscray Park.

CAREERS: Our graduates gain employment in both public and private tourism sectors. This may include national, state or local destination management organisations, tourism transport operations, tour operations, resort hotels and airlines.

COURSE STRUCTURE

- 7 Core Business Units
- 7 Specialisation Units – Tourism Management
 - Introduction to Tourism
 - Tourism Product Design and Delivery
 - Tourism Enterprise Management
 - Sustainable Operations
 - Hospitality and Tourism Industry Project
 - Managing Sustainable Destinations
 - International Trends and Issues
- 5 Approved Elective Units
- 3 Professional Development Units
- 2 Work Integrated Learning Units

BACHELOR OF BUSINESS (EVENT MANAGEMENT), BBEV

You will develop a thorough understanding of business management with specialist knowledge of the event industry. You will learn to contribute to the strategic and operational planning, execution, marketing and financial management of business and leisure events.

DURATION: 3 yrs FT/PT equivalent.

CAMPUS: Footscray Park.

CAREERS: Our graduates gain employment in festival and special events, conventions, expositions and sporting events.

COURSE STRUCTURE

7 Core Business Units

7 Specialisation Units – Event Management

Introduction to Events

Sustainable Operations

Event Operations

Business Events

Event Creation and Design

Live Performance Management

6 Approved Electives

3 Professional Development Units

1 Business Integrated Learning (BIL)

BACHELOR OF BUSINESS (MUSIC INDUSTRY), BBMS

The course aims to provide you with the ability to manage a range of music genres and performance methods in a variety of forms, locations, style and scale. Graduates will demonstrate specialist business management knowledge and skills enabling them to communicate with participants within the industry and beyond, and successfully plan and develop music businesses and promotion with entrepreneurial flair.

DURATION: 3 yrs FT/PT equivalent.

CAMPUS: Footscray Park.

CAREERS: Our graduates will gain employment in promotions, tour management and event/artist/venue management.

COURSE STRUCTURE

7 Core Business Units

7 Specialisation Units – Music Industry

Introduction to Music Business

International Aspects of the Music Industry

Music Publishing and Recording

Music Marketing

Music Industry Law

Music Industry Management

Live Performance Management

7 Approved Electives Units

3 Professional Development Units

BACHELOR OF BUSINESS (RETAIL COMMERCE), BBTC

This course will provide you with a thorough understanding of the commercial realities of the retail industry, with the aim of managing retail operations. You will learn to assess the impact of global trends on retail, as well as the business and customer cycles of a multi-faceted industry, and the provision of retail services.

DURATION: 3 yrs FT/PT equivalent.

CAMPUS: Footscray Park.

CAREERS: Our graduates gain employment in buying products, logistics and distribution, and management of retail outlets.

COURSE STRUCTURE

7 Core Business Units

7 Specialisation Units – Retail Commerce

Global Retailing

Statistics for Business and Marketing

Distribution Management and Operations

Economics of Retailing

Buying and Merchandising

Strategic Retailing

Electronic Retailing

7 Approved Electives Units

3 Professional Development Units

BACHELOR OF BUSINESS (INTERNATIONAL HOSPITALITY MANAGEMENT), BBIH

The goal of this course is to help you develop a detailed knowledge of the industry and the higher order skills needed to rapidly advance your career in large scale international hospitality organisations. You will acquire a thorough understanding of the major operational, managerial and strategic areas of the hospitality industry.

DURATION: 4 yrs FT/PT equivalent.

CAMPUS: Footscray Park.

CAREERS: Our graduates gain employment in a variety of roles in the international hospitality industries, generally with a fast track to management positions.

COURSE STRUCTURE

7 Core Business Units

7 Specialisation Units – Hospitality Management

See Bachelor of Business (Hospitality Management)

6 Specialisation Units – Hotel and Catering Management

Sustainable Operations

Innovation and Creativity in Hospitality and Tourism

Casino and Gaming Management

Professional Wine and Beverage Studies

Culture and Identity

International Trends and Issues

2 Professional Development Units

2 Work Integrated Learning Units



STUDENT STORY

ALBERT LIM

CHIEF EXECUTIVE OFFICER, ALIVE GLOBAL ENTERTAINMENT

BACHELOR OF BUSINESS (MARKETING/MUSIC INDUSTRY)

“The course equipped me with the right knowledge and enlightened me about the latest issues happening within the industry, especially through my internship at Kiss FM and participation in the many workshops within various industry groups.”



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COMBINED COURSES

COMBINED HOSPITALITY COURSES

BACHELOR OF BUSINESS (HOSPITALITY/TOURISM MANAGEMENT), BBTH

You will develop a specialist understanding of and acquire the skills for large scale and boutique hospitality operations, typically resorts within tourist destinations. You will be recognised for your ability to combine the service aspects of hospitality with the personal nature of the tourist experience.

DURATION: 4 yrs FT/PT equivalent.

CAMPUS: Footscray Park.

CAREERS: Our graduates will gain employment in hospitality organisations within established tourism destinations in positions such as guest services, tour guiding and resorts at operational and managerial levels.

BACHELOR OF BUSINESS (HOSPITALITY/EVENT MANAGEMENT), BBHV

The course aims to provide you with an understanding of the role of hospitality within the event industry. You will demonstrate skills in operational logistics and co-ordination of financial, human, physical and informational resources.

DURATION: 4 yrs FT/PT equivalent.

CAMPUS: Footscray Park.

CAREERS: Our graduates gain employment in corporate events services, event catering, weddings and hotel banqueting departments.

COMBINED MARKETING COURSES

BACHELOR OF BUSINESS (MARKETING)/BACHELOR OF PSYCHOLOGY, BBKP

This course will increase your effectiveness in marketing to consumers by developing your understanding of the human psyche. You will learn the fundamental principles of psychology and apply this to the marketing cycle of consumer needs, decision making, consumption and post purchase evaluation.

DURATION: 4 yrs FT/PT equivalent.

CAMPUS: Footscray Park.

CAREERS: Our graduates gain employment in relationship marketing, sales and promotions management, advertising and consumer research.

BACHELOR OF BUSINESS (MARKETING/TOURISM MANAGEMENT), BBKT

You will gain the ability to market tourism products and destinations with a focus on sustainable business practices. You will demonstrate skills in product knowledge and marketing communication and the capacity to re-brand destinations.

DURATION: 4 yrs FT/PT equivalent.

CAMPUS: Footscray Park.

CAREERS: Our graduates gain employment in small and medium sized tourism enterprises, generally specialising in an area of marketing such as sales, advertising, promotions and public relations.

BACHELOR OF BUSINESS (MARKETING/MUSIC INDUSTRY), BBKU

This course aims to develop your skills in managing and marketing entertainment products including live performance and merchandise in many music genres. You will learn the essentials of marketing and their application, recognising the characteristics of the music industry such as consumer behaviour, distribution, merchandising and public relations.

DURATION: 3 yrs FT/PT equivalent.

CAMPUS: Footscray Park.

CAREERS: Our graduates gain employment in artist services, publicity and merchandising.

BACHELOR OF BUSINESS (MARKETING/INTERNATIONAL TRADE), BBMI

You will learn to analyse and assess world markets, their respective consumers and environments. You will develop the skills to understand the various forms of international trade, foreign exchange risk and risk management strategies.

DURATION: 3 yrs FT/PT equivalent.

CAMPUS: Footscray Park.

CAREERS: Our graduates gain employment in design and development of marketing plans and implementation, specifically in the areas of negotiation and distribution systems.

BACHELOR OF BUSINESS (RETAIL COMMERCE/MARKETING), BBMC

The goal of this course is to provide you with specialist knowledge of the marketing aspects of the retail industry. This is achieved by recognising the broader context of retail such as the economics of trade, while focussing on consumer behaviour, distribution models, promotion, pricing and product decisions to improve commercial practices.

DURATION: 3 yrs FT/PT equivalent.

CAMPUS: Footscray Park.

CAREERS: Our graduates gain employment in retail services marketing domains such as retail consumer behaviour, product development, public relations and in-store promotions and merchandising.

COMBINED EVENTS OR TOURISM COURSES

BACHELOR OF BUSINESS (MARKETING/EVENT MANAGEMENT), BBMV

This course will develop your ability to deliver innovative marketing strategies for events. You will design strategic marketing plans to meet the needs of targeted event customers and create operational and tactical activities.

DURATION: 3 yrs FT/PT equivalent.

CAMPUS: Footscray Park.

CAREERS: Our graduates gain employment in the meetings, incentives, conventions and events industries as event planners, conference organisers and delegate event facilitators.

BACHELOR OF BUSINESS (TOURISM MANAGEMENT) / BACHELOR OF INTERNATIONAL STUDIES, BBTT

You will understand the concept of cultural competence and its application in intercultural encounters. This will be achieved through knowledge of globalisation and the impacts of political, cultural and environmental dimensions on tourism management and operations.

DURATION: 3 yrs FT/PT equivalent.

CAMPUS: Footscray Park, St Albans.

CAREERS: Our graduates gain employment in fields such as international relations, culture and heritage tourism, strategic tourism management and Pacific Rim tourism.

BACHELOR OF BUSINESS (TOURISM MANAGEMENT/ EVENT MANAGEMENT), BBTV

You will achieve a distinct set of skills in event management to match the needs of special interest tourists. This includes sustainable tourism planning and issues such as infrastructure, access and location. You will understand the relationship between provision of tourism products and packages and successful event management.

DURATION: 4 yrs FT/PT equivalent.

CAMPUS: Footscray Park.

CAREERS: Our graduates gain employment in destination marketing organisations, incentive travel companies, resorts and special interest exhibitions as event planners and conference organisers.

BACHELOR OF BUSINESS (MUSIC INDUSTRY/EVENT MANAGEMENT), BBME

This course aims to provide you with the ability to deliver creative services in spaces and places that encourage community engagement and artist satisfaction. This involves understanding the perceived conflict between creative endeavours and business practice, including the legal, physical and intellectual aspects of event management.

DURATION: 3 yrs FT/PT equivalent.

CAMPUS: Footscray Park.

CAREERS: Our graduates gain employment with music festival and event providers such as community groups, local councils and private and state bodies.