"I loved this approach because I’m industry ready! I can walk away saying “I can write a marketing plan.”"  
(student)

Greg Cameron, Senior Educator  
School of Business (Marketing)

The new approach of the Marketing course is to produce Consultants who are industry ready, immediately employ-able and will require only minimal extra training around company specific processes in the workplace. We no longer regard other RTOs as our competitors as our product is superior with a noticeable point of difference.

Rather than traditional classes, students form ‘companies’. As ‘employees’ there are new expectations placed upon them, they are expected to carry out their academic/industry tasks in a more responsible manner as they now have colleagues that rely upon them to ‘do their job’. As employees, they can be dismissed by their peers from the company they working for. It’s this new approach that provides a refreshing change and challenge for students.

Active Industry Involvement  
The “point of difference” is created through the involvement of the RMIT Business School’s “Industry-Partners” who become actively involved with the program’s creation, delivery and assessment.  
The program requires successful students to complete a series of varying briefs for ‘real-life scenarios’ under the tutelage of industry-experienced academics. Judgement as to quality of outcomes is jointly evaluated by the RMIT academics and industry partners.  
This approach enables each student to develop the ability to apply the practical applications of their theory & conceptual training. Through this method, each student generates a portfolio of experiences that can be showcased to potential employers.

Delivery  
Reinforcing the point of difference is the unique learning style that this program employs.  
To help the student acquire successful techniques for the challenges of university, the program emphasises: Lecture note taking, action tutorials and practical problem solving in break out groups or ‘companies’ of students.  
The program will offer (in most modules) a one hour lecture, a one and a half-hour tutorial demonstrate their understanding of the theory and concepts then a one and a half-hour “application session” where students apply the concepts in a practical way with tasks provided by an industry partner.