## INSTITUTE OF CREATIVE ARTS + TECHNOLOGY

# CONTENIS

WELCOME TO ICAT	05	THE ICAT EXPERIENCE	
OUR SCHOOLS	0 7	INDUSTRY	3 2
		CAMPUSES	34
DOMESTIC COURSES		KEY DATES	3 6
Bachelor of Communications + Media	1 2	ADMISSIONS	38
Diploma of Digital + Social Media Marketing	1 4		
Bachelor of Business	1 6		
INTERNATIONAL COURSES			
Bachelor of Business	2 2		
Bachelor of Business [Accounting]	2 4		
Bachelor of Communications + Media	26		
ELECTIVES	28		

2



WELCOME TO THE INSTITUTE OF CREATIVE ARTS AND TECHNOLOGY.

At the Institute of Creative Arts and Techology, we value each individual's student experience. Offering a university -quality education in a college setting, ICAT will help set you up for a fruitful career through its hands-on, industry-centric approach.

The core values at ICAT are innovation, industry and individualised learning. We offer bespoke diploma and bachelor courses in Communications and Media, Digital and Social Media Marketing, Business and Accounting for domestic and international students.

Our campus is located in the heart of Chippendale, Sydney - just a 5 minute walk from Central Station. Step inside our state-of-the-art campus for a tertiary education experience like no other.

#### **OUR PURPOSE**

We teach students the skills and mindset needed for success in creative industries.

#### **OUR OBJECTIVES**

We are building a global brand, renowned for preparing job-ready graduates. We design and deliver industry-relevant degrees and diplomas. We provide a safe, respectful learning environment to ensure competitive advantage, and we support our people to deliver our serivce promise and meet our obligations.



### **OUR SCHOOLS**



# DOMESTIC COURSES\_

### COMMUNICATIONS + MEDIA



#### **FACULTY OF**

#### COMMUNICATIONS, MEDIA + TECHNOLOGY

Our Bachelor of Communications and Media has been designed to equip students with skills across Marketing, PR, Digital Design, Branding, Styling, Art Direction, Content Writing and E-commerce. This course will help set you up for an enriched and creative career in your chosen Industry.

This course offers a comprehensive study in strategic and creative development, marketing psychology, digital design, digital and social media strategy, the media landscape, media planning, project management and pitching to prepare your for a dynamic and evolving career.

With elective focus in digital marketing, digital design, and sports & entertainment management, you will hone the skills needed to think, craft and become an innovative career in your field.

#### **GRADUATE ATTRIBUTES**

- The inititiation and execution of idea creation and management relevant to decision making in the communications and media industries, especially in the areas of online, social media, video, user experience and branding, and scholarship and research.
- The identification and implementation of technical solutions in such diverse contexts as: digital design software, project management software, presentation formats and/or radio, photographic and video production equipment and user experience, mobile and app development software, and an understanding of the functions and roles with those relevant areas of professional activity.
- Self directed and autonomous leaerning and scholarly activity.
- Critical self reflection and assessment, and effective collaboration and teamwork.

#### **LEARNING OUTCOMES**

- A broad and coherent knowledge of the theories of the core disciplines associated with the ideation, execution and management of creative concepts for the communications and media industries.
- Deep knowledge in the underlying principles and concepts of a range of communications and media specialisations to create planning and budget documents, written and visual presentations in the areas of media, marketing and advertising business, visualisations and productions in print, radio, video and social media.
- Theoretical, practical and creative knowledge to enter the communications and media industries with the skills, knowledge and self-motivation that allows for rapid professional progression within a chosen area of specialisation.
- Cognitive skills to undertake research, to investigate, analyse, review and evaluate information when developing creative ideas and when critically assessing professional situations in order to make professional judgements.
- Cognitive and technical skills to plan, design and communicate information across a number of relevant formats such as print, radio, video, online, social media etc.
- Cognitive, creative and professional skills to independently review, assess and solve complex problems in order to fulfill the role and requirements of an communications and media professional.
- Communication skills to demonstrate a clear, coherent and independent exposition of key aspects of concept creation and execution and industry expectations.



2 YRS

24

**12 JUN** 

\$2500

100%

Duration No. of units

Next intake

Fees per unit\*

Fee-Help

#### **CAREER PATHWAYS**

- + Advertising Manager
- + Content Creator
- + Digital & Social Media Manager
- + Digital Marketing Manager
- + PR Manager
- + Sports Analyst
- + Sports Media Manager
- + Video Producer

#### YEAR 1

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
TI	core Academic + Professional Skills	core Intro to Communications + Media	Core Intro to the Creative Process	<b>Core</b> Foundations of Marketing
T2	<b>Core</b> Intro to Public Relations	<b>Core</b> Intro to Business Psychology	Core Content Creation	Level 100 Elective
Т3	<b>Core</b> Copywriting + Media Comms	<b>Core</b> Media Landscape	core Business Research + Insight	Level 100 Elective

#### YEAR 2

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
Π	Core Industry Practice 1	<b>Core</b> Brand Experience	core The Marketing Plan	Level 200 Elective
T2	<b>core</b> Multiplatform Writing	<b>Core</b> Social + Digital Media Strategy	core Project Management	Level 200 Elective
Т3	<b>core</b> Industry Practice 2	<b>core</b> Strategic Media Planning	<b>Core</b> Major Design Project	Level 300 Elective

#### **ELECTIVE STREAMS**

[CHOOSE 1 STREAM]

#### **DIGITAL MARKETING**

- **100** Integrated Marketing Communications
- **100** Written Communications
- **200** Digital Photography
- **200** Digital Marketing Strategy
- **300** Multiplatform Writing
- **300** Social Media in Public Relations

#### **DIGITAL DESIGN**

- **100** Intro to Digital Visualisation
- **100** Intro to Video Production
- **200** Content Strategy
- **200** App Development
- **300** Multiplatform Writing
- **300** Advanced Video + Multimedia Production

#### **SPORTS + MEDIA MANAGEMENT**

- 100 Sales + Negotiations
- 100 Sports Management
- **200** Sports Journalism
- **200** Sports + Media Marketing
- 300 Equity, Diversity + Inclusion
- **300** Social Media in Public Relations

#### **FASHION**

- **100** Fashion Styling + Creative Direction
- **100** Fashion Culture + Society
- **200** Fashion eCommerce
- **200** Fashion Planning + Buying
- **300** Business Sustainability + Innovation
- **300** Luxury Brand Management

Please Note: Elective streams will only run based on numbers of interest.

# DIGITAL + SOCIAL MEDIA MARKETING

This self-paced course allows you the flexibility to upskill in the Digital and Social Media industries on your own terms. This course will help set you up for an enriched and creative career in the Arts and Creative Medias, Fashion, Lifestyle and Technology fields.

18 MNTHS 8 12 JUN \$1250 100%

Duration No. of units Next intake Fees per unit Fee-Help

#### ONLINE ONLY | INDUSTRY LEADERS | SELF-PACED

#### **CORE UNITS**

Core Introduction to Digital Media	<b>Core</b> Foundations of Marketing	<b>core</b> Digital Design	core Intro to Creative Process
Core	core	<b>core</b>	Level 100
Written	Social + Digital	Strategic Media	Intro to Video
Communications	Media Strategy	Planning	Production

PLEASE NOTE: We are only taking Expressions of Interest for this Diploma. Our first intake will commence on 12th June 2023.

FAST-TRACKED COURSES WITH A HANDS-ON APPROACH.

GRADUATES
THAT ARE
INDUSTRY
READY FROM
DAY ONE.



Our Bachelor of Business will equip you with the necessary skills to take on multiple industries, from marketing to e-commerce, public relations, and sports and media. The course blends a traditional Business degree with an industry-focused approach to best set you up for success upon graduating.

Whether you want to run your own company, build a brand for a start-up, manage a sports team or something else entirely, our Bachelor of Business will give you the knowledge, skills and competitive edge to get there.

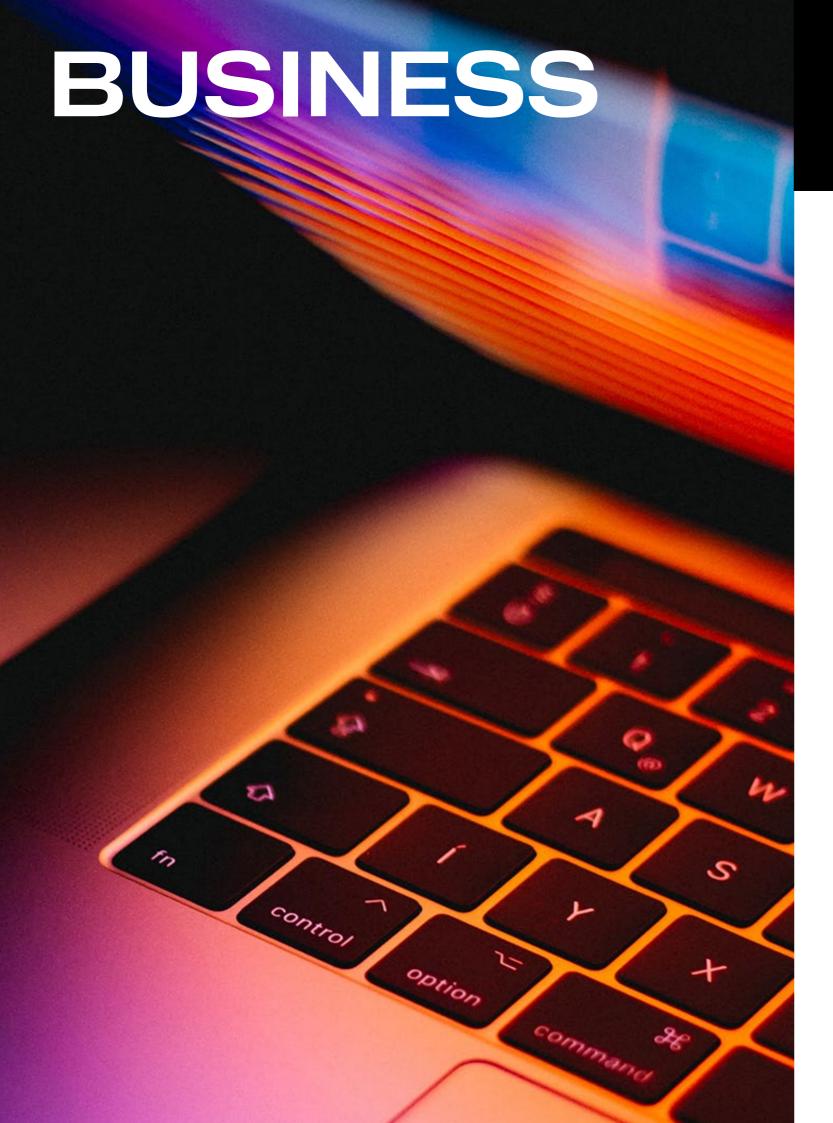
We actively encourage you to be as entrepreneurial as you'd like. We're always excited to see ideas come to life, and we're comfortable with the idea that it's okay to test, learn, fail fast and fail often. In fact, we believe it's an important step on the road to success.

#### **GRADUATE ATTRIBUTES**

- Knowledge of their discipline
- Use of technologies to find, use and disseminate information
- Ability to communicate effectively to a range of audiences
- · Commitment to critical analysis, inquiry and integrative thinking
- Capacity to relate to, collaborate and where appropriate lead
- Awareness of & sensitivity to ethics and ethical standards in social, business and professional settings.
- Culturally adept and capable of respecting diversity and acting in a socially just and responsible way.
- Ability to solve problems by thinking clearly, critically and creatively to solve problems and issues using established methods of enquiry.
- Ability to confront, with patience, insight and imagination the many problems that individuals face in their effective relationships in different contexts.

#### LEARNING OUTCOMES

- A comprehensive knowledge of a field of study and professional skills that are relevant to local and alobal contexts.
- The ability to locate, analyse and evaluate information and concepts and to generate solutions to problems by thinking critically and creatively.
- An awareness of and respect for the social, environmental, culutural, and economic interdependence of local and global communities
- Demonstrated capacity to undertake research and to apply new or re-considered knowledge to enable and promote sustainability and innovation in Business
- Demonstrated capacity to employ a range of skills that facilitate effective collaboration and recognise the complexities and opportunities of working in diverse teams
- Demonstrated capacity to communicate ideas clearly, logically, and persuasively in a range of oral and written formats, using technology appropriately.
- Demonstrated self-awareness, self-regulation, and resilience when working in complex and diverse environments and demonstrated capacity to reflect upon own learning.





CRICOS Course Code: 0805564

2 YRS

24

**12 JUN** 

\$2500

100%

Duration

No. of units

Next intake

Fees per unit\*

Fee-Help

#### **CAREER PATHWAYS**

- + Business Development Manager
- + Digital & Social Media Manager
- + Human Resources Manager
- + Marketing Manager

- + Operations Manager
- + Sales Manager
- + Sports Media Manager

#### YEAR 1

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
TI	<b>Core</b> Academic + Professional Skills	<b>Core</b> Foundations of Marketing	<b>Core</b> Management Fundamentals	Elective Intro to Communications + Media
T2	Core Business Research + Insight	Core Enterprise + Innovation	Core Introduction to Business Accounting	Level 100 Specialisation
Т3	Core Enterprise + Innovation 2	Core Business Law, Compliance + Governance	<b>Core</b> Digital Business Communications	Core Industry Practice 1

#### YEAR 2

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
Т	<b>Core</b> Applied Business Finance	<b>Core</b> International Business Economics	Level 200 Elective	Level 200 Specialisation
T2	<b>core</b> Introduction to Business Metrics	core Strategic Management	core Project Management	Level 300 Specialisation
Т3	Core Leadership + Change Management	<b>core</b> Ethics + Decision Making	Core Business Sustainability + Innovation	core Industry Practice 2

#### **SPECIALISATIONS**

[CHOOSE 1 STREAM]

#### **SPORTS + MEDIA MANAGEMENT**

**100** Sales + Negotiations

**200** Sports + Event Management

300 Social + Digital Media Strategy

#### **DIGITAL MARKETING**

100 Introduction to Digital Media

200 Integrated Marketing Communications

300 Social + Digital Media Strategy

#### **PUBLIC RELATIONS**

100 Introduction to Public Relations

**200** Public Relations Writing

**300** Public Relations Strategy

# INTERNATIONAL COURSES\_



CRICOS Course Code: 0805564

Our Bachelor of Business will equip you with the necessary skills to take on multiple industries, from marketing to e-commerce, public relations, and sports and media. The course blends a traditional Business degree with an industry-focused approach to best set you up for success upon graduating.

3 YRS	24	12 JUN	\$2200	6.0
Duration	No. of units	Next intake	Fees per unit*	IELTS req.

PLEASE NOTE: AN IELTS score of 6.0 is a requirement of entry for this course.

Our Admissions team will assess each application based on the IELTS score as well as an interview process.

#### **SPECIALISATIONS**

[CHOOSE 1 STREAM]

#### **SPORTS + MEDIA MANAGEMENT**

**100** Sales + Negotiations

**200** Sports + Event Management

**300** Social + Digital Media Strategy

#### **DIGITAL MARKETING**

100 Introduction to Digital Media

**200** Integrated Marketing Communications

300 Social + Digital Media Strategy

#### COURSE STRUCTURE

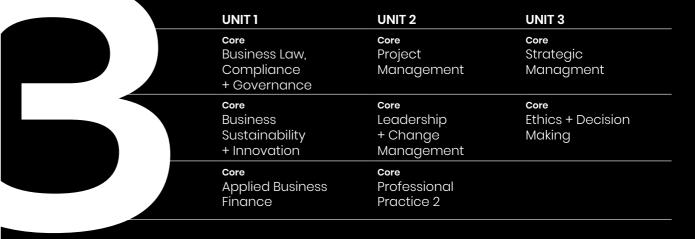
#### YEAR 1

	UNIT 1	UNIT 2	UNIT 3
Π	core Academic + Professional Skills	<b>Core</b> Foundations of Marketing	<b>Core</b> Management Fundamentals
T2	core Intro to Business Psychology	Core Intro to Business Accounting	Level 100 Specialisation
Т3	Level 100 Specialisation	Level 100 Elective	

#### YEAR 2

	UNIT 1	UNIT 2	UNIT 3
π	<b>Core</b> Professional Practice 1	Core Intro to Business Metrics	Level 200 Specialisation
T2	<b>Core</b> Enterprise + Innovation	<b>core</b> Digital Business Communications	<b>Core</b> International Business Economics
Т3	Core Business Research + Insight	Level 200 Elective	

#### YEAR 3



#### Bachelor of

#### **BUSINESS [ACCOUNTING]**

CRICOS Course Code: 094007D

♣ Unlock endless career opportunities with our industry-focused and innovative Bachelor of Business (Accounting). This course is built around real-world projects, internships and industry engagement. You will gain a solid foundation of knowledge and skills to prepare for long-term careers in the accounting industry.

3 YRS	24	12 JUN	\$2200	6.0
Duration	No. of units	Next intake	Fees per unit*	IELTS req.

PLEASE NOTE: AN IELTS score of 6.0 is a requirement of entry for this course.

Our Admissions team will assess each application based on the IELTS score as well as an interview process.



#### **COURSE STRUCTURE**

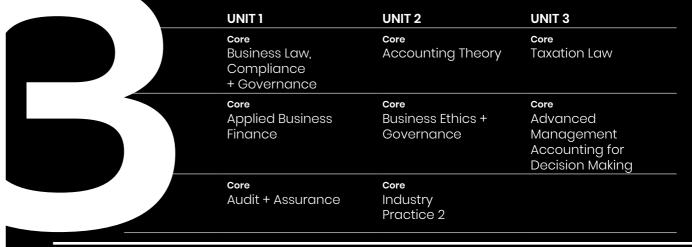
#### YEAR 1

	UNIT 1	UNIT 2	UNIT 3
Π	Core Academic + Professional Skills	Core Management Fundamentals	Core Accounting Information Systems
T2	Core Intro to Business Psychology	Core Intro to Business Accounting	<b>core</b> Accounting I
Т3	<b>core</b> Foundations of Marketing	<b>Core</b> Accounting II	

#### YEAR 2

	UNIT 1	UNIT 2	UNIT 3	
Π	core Industry Practice 1	Core Business Valuations + Financial Statement Analysis	<b>Core</b> Forensic Accounting	
T2	Core International Business Economics	<b>Core</b> Financial Accounting	<b>Core</b> Management Accounting	
Т3	Core Corporate Accounting	<b>Core</b> Corporations Law		<b>7</b>

#### YEAR 3





Our Bachelor of Communications and Media has been designed to equip students with skills across Marketing, PR, Digital Design, Branding, Styling, Art Direction, Content Writing and E-commerce. This course will help set you up for an enriched and creative career in your chosen Industry.

3 YRS 24 12 JUN \$2700 7.0

Duration No. of units Next intake Fees per unit\* IELTS req.

#### **ELECTIVE STREAMS**

[CHOOSE 1 STREAM]

#### **DIGITAL MARKETING**

**100** Integrated Marketing Communications

**100** Written Communications

**200** Digital Photography

**200** Digital Marketing Strategy

**300** Multiplatform Writing

300 Social Media in Public Relations

#### **DIGITAL DESIGN**

**100** Intro to Digital Visualisation

100 Intro to Video Production

**200** Content Strategy

**200** App Development

**300** Multiplatform Writing

**300** Advanced Video + Multimedia Production

#### **SPORTS + MEDIA MANAGEMENT**

100 Sales + Negotiations

100 Sports Management

**200** Sports Journalism

**200** Sports + Media Marketing

**300** Equity, Diversity + Inclusion

**300** Social Media in Public Relations

#### COURSE STRUCTURE

#### YEAR 1

	UNIT 1	UNIT 2	UNIT 3
Π	<b>Core</b> Academic + Professional Skills	<b>Core</b> Intro to Creative Process	Level 100 Elective
T2	<b>Core</b> Intro to Business Psychology	<b>Core</b> Intro to Digital Media	<b>Core</b> Intro to Public Relations
Т3	<b>core</b> Foundations of Marketing	Level 100 Electove	

#### YEAR 2

	UNIT 1	UNIT 2	UNIT 3
Π	Core Industry Practice 1	Core The Marketing Plan	<b>Level 200</b> Elective
T2	core Copywriting + Media Communications	<b>core</b> Digital Business Communications	Level 200 Elective
Т3	<b>Core</b> Brand Experience	Core Business Research + Insight	

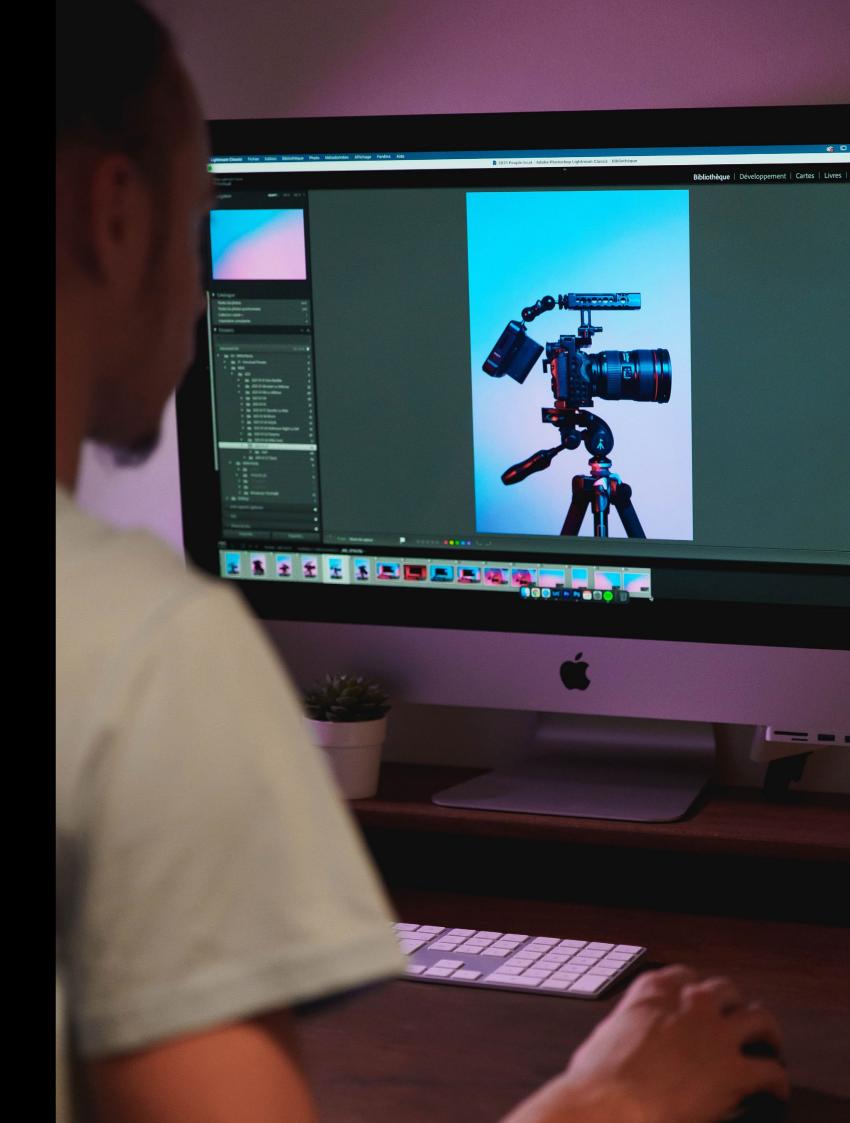
#### YEAR 3

UNIT 1	UNIT 2	UNIT 3
<b>Core</b> Project Management	<b>Core</b> Digital + Social Media Strategy	Level 300 Elective
<b>Core</b> The Pitch	<b>Core</b> Ethics + Decision Making	Level 300 Elective
Core Industry Practice 2	<b>Core</b> Major Design Project	

#### **ELECTIVE UNITS**

	CREATIVE TECHNOLOGY	DIGITAL DESIGN	DIGITAL MARKETING	SPORTS +MEDIA MANGEMENT
Level 100	Introduction to Web Design + Development	Intro to Digital Visualisation	Integrated Marketing Communications	Sales + Negotiations
	Introduction to Programming	Introduction to Video Production	Written Communications	Sports Management
Level 200	Design Thinking + User-centred Design	Content Strategy	Digital Photography	Sports Journalism
	App Development	App Development	Digital Marketing Strategy	Sports + Media Marketing
Level 300	Game Design + Development	Multiplatform Writing	Multiplatform Writing	Equity, Diversity + Inclusion
	Information Technology Innovations + Entrepreneurship	Advanced Video + Multimedia Production	Social Media in Puble Relations	

Please note Electives will only run based on numbers of interest. It is possible to study cross-discipline electives as long as pre-requisite units do not apply.





#### WORKPLACE TRAINING

#### INDUSTRY EXPERIENCE

ICAT partners with over 500 businesses across the lifestyle, sports, tech and creative industries. On top of the required hours within the Internship unit, students are encouraged to volunteer for as many internship opportunities as they want. All students will be emailed weekly with new opportunities that have been posted on the Careers Portal.





#### GUEST SPEAKERS

ICAT invites Industry leaders from the lifestyle, tech, business and luxury sectors to provide exclusive insights to our students throughout their studies via Industry events, Guest Speaker sessions and masterclasses.



#### CAMPUS FACILITIES

The Institute of Creative Arts + Technology offers
On-campus courses across Australia's east coast.
Our state-of-the-art flagship campus is located in
the heart of Sydney, just a 5-minute walk from Central
Train Station. The campus houses two bespoke
production studios, fully equipped classrooms,
student lounge and terrace.

The building is also home to Sydney's leading Fashion Business college, The Fashion Institute, yoga and pilates studios and outdoor breakout spaces across four levels.

In Melbourne. we partner with Ruby Institute to provide campus facilities on Collins Street in the CBD.



#### **SYDNEY**

55 Regent Street Chippendale NSW 2008

#### **MELBOURNE**

LVL 7, 250 Collins Street Melbourne VIC 3000



#### KEY DATES

The 2023-2024 Academic Calendar is below. Students can enrol to start in any intake. O-Week is only mandatory for new students in each intake.

# 2023

#### O-WEEK **START CENSUS FINISH** TI 21 - 23 FEB 27 FEB 17 MAR 19 MAY **T2** 6 - 8 JUN 12 JUN 30 JUN 1 SEP **T3** 19 - 21 SEP 25 SEP 13 OCT 15 DEC

# 2024

	O-WEEK	START	CENSUS	FINISH
п	20 - 22 FEB	26 FEB	15 MAR	16 MAY
Т2	4 - 6 JUN	10 JUN	28 JUN	30 AUG
Т3	17 - 19 SEP	23 SEP	II OCT	13 DEC

## HOW TO APPLY DOMESTIC

HOW TO APPLY
INTERNATIONAL



#### STEP 1 - FIND OUT MORE

You are welcome to attend a Campus Tour, Phone Appointment or Open Day to find out more about our offering and have any questions answered.

Book <u>Here.</u>



#### STEP 2 - APPLY

Complete an application form via our <u>website</u>. From here our admissions team will be in touch within 3-5 business days.



#### **STEP 3 - LETTER OF OFFER**

Successful applicants will receive a Letter of Offer and a Student Acceptance Agreement which outlines the contractual arrangements and confirms the course of enrolment, duration; campus location; course-related fees and policies.



#### **STEP 4 - ACCEPTANCE**

Formally accept your offered place by completing, signing and returning the Agreement Acceptance Declaration in the Letter of Offer and finalise your funding.



#### **STEP 5 - ORIENTATION**

All students will be require to attend an Orientation the week before classes commence. Invitations will be sent out as part of your Welcome Pack.



#### STEP 1 - INTERVIEW

All applicants are expected to have attended an initial interview. This can be via Campus Tour, Phone Appointment or Open Day. Book <u>Here.</u>



#### STEP 2 - APPLY

Complete an application form via our website. From here our admissions team will be in touch within 3-5 business days.



#### **STEP 3 - LETTER OF OFFER**

Successful applicants will receive a Letter of Offer and an International Student Acceptance Agreement which outlines the contractual arrangements and confirms the course of enrolment, duration; campus location; course-related fees and policies.



#### STEP 4 - ACCEPTANCE

Formally accept your offered place, by completing, signing and returning the Agreement Acceptance. You will also be requested to make payment of Initial Tuition Fee and provide evidence of Overseas Student Health Cover (OSHC).



#### STEP 5 - CONFIRMATION OF ENROLMENT (COE)

Once these tasks have been completed you will be issued a COE which is required by the Department of Home Affairs before they will grant a visa to study in Australia.



#### **STEP 6 - ORIENTATION**

All students will be require to attend an Orientation the week before classes commence. Invitations will be sent out as part of your Welcome Pack.

38 39



#### GET IN TOUCH

P (02) 9698 9919 E hello@icat.edu.au

www.icat.edu.au

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#### **DISCLAIMER**

Any courses, fees or arrangements stated in this guide are an expression of intent only and not to be taken as a firm offer of undertaking. Macleay College Pty Limited, trading as ICAT reserves the right to make changes to any matter contained within this publication without notice. Information in this Guide is accurate as of October 2022 but may be amended without notice. All costs and fees are provided in Australian Dollars (AUD\$). Any agreement with ICAT does not remove the right to take action under Australia's consumer protection laws.

#### COMPLIANCE

The Education Services for Overseas Students (ESOS) Act 2000 sets out the legal framework governing the delivery of education to overseas students studying in Australia on a student visa. ICAT, in providing education services to overseas students, complies with the ESOS Framework and the National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code). A description of the ESOS Framework can be found at: <a href="education.gov.au/esos-framework">education.gov.au/esos-framework</a>