

Event Management/Marketing

Key transferable skills

You will obtain skills in this degree that are transferable across many career options.



COMMUNICATION



TEAMWORK



TIME MANAGEMENT



LEADERSHIP



PROBLEM SOLVING



CRITICAL THINKING

Career pathways

Graduates will be well placed to find employment in a range of roles directly or after further study. Common roles include:

- Conference and events sales assistant
- Marketing manager
- Events and catering manager
- Operations executive
- Sales coordinator
- Marketing officer
- Publishing assistant
- Destination marketing executive
- Festival organiser
- Account manager
- Public relations executive
- Media spokesperson

Discipline specific/technical skills

Technical skills that you will develop as part of your course:

- Project management
- Event operations
- Marketing techniques
- Event planning and design
- Financial management
- Media promotions
- Stakeholder management

Major employers

Potential organisations for graduates to find employment include:

- Destination Melbourne
- Peter Rowland Catering
- Pinnacle Recruitment
- Victorian Industry Tourism Council
- AFL Events and Catering
- Tennis Australia
- Racing Victoria
- City of Melbourne
- Parks Victoria
- Zoos Victoria
- Changi Airport - Singapore
- Gold Cost Tourism

Source: LinkedIn Live Alumni, Burning Glass Technologies

Boost your employability



BROADEN YOUR SKILLS



CONNECT WITH INDUSTRY



MANAGE YOUR CAREER



GAIN EXPERIENCE

'My role includes recruiting students, managing relationships with agents, creating and implementing marketing strategies, monthly event management, extensive product knowledge, student support. Skills I learnt at La Trobe.'

Tiffany Chan

Marketing Executive at Orange International College – Melbourne