School of Applied Communication  
Short Courses 2009

**Integrated Communication**  
Course Code: S200081

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<tr>
<th>Date</th>
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<th>Venue</th>
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<td>2 June 2009</td>
<td>5.30pm – 9.30pm</td>
<td>1 session x 4 hours</td>
<td>Tuesday</td>
<td>City Campus</td>
<td>$195</td>
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**Description**  
This workshop looks at strategy development in integrated communication campaigns, investigating the best creative approaches to hit home. It looks at the combined roles of advertising and public relations, correct targeting, matching mediums and preparing concise briefs for creatives to get the results you want.

**Content**  
Topics include
- Getting started – research and strategic planning
- Preparing briefs for creatives
- Choosing mediums to suit targets
- Setting measurable objectives
- Building a good mix for key results
- The power of words, sounds, visuals
- Evaluating success

**Suited to**
- People working in public relations or related jobs
- Those who want to start a public relations career
- Managers who supervise staff in public relations departments
- Those studying in the communication field

**Course Presenter – David Schloeffel, MA (Communications), MPRIA**  
David has undertaken many major projects for clients such as HP, Apple Computer, Telstra, Australia Post, BHP, Nestlé, Holden, BMW, BP and the Victorian and NSW governments.

Beginning in advertising with Ogilvy and Mather; he ran his own successful experiential marketing agency, Epic Events, for 10 years. David formed an online streaming media division for a public New Media company; consulted with a direct marketing agency after the ‘tech wreck’; and is now Strategy Director for Cubic Innovations. A Victorian PRIA councillor, he lectures for RMIT and is involved with Oxfam Skillshare.

**Materials supplied**
Course notes will be supplied.

**Materials to bring**  
Pen & paper.

**Award**  
Participants will be awarded an RMIT Statement of Participation.

**Fee discounts**  
PRIA members are entitled to a discounted fee of $180. Students are entitled to a discounted fee of $120.

**Related Short Courses**  
Integrated Communication is in the Continuing Professional Education (CPE) series of public relations short courses at RMIT. Other courses in the series are:
- The Keys to Event Management
- Crisis Management
- Media Release & PR Writing
- Strategy Planning – Focusing your strategy for outstanding outcomes
- Managing the Angry Mob – Community Engagement
- PR Media Training
- Writing Influential Speeches
- Dealing with Difficult Situations
- New Media (new in 2009)

Also available at RMIT is the Public Relations Certificate, with four units:
- PR Principles & Practices
- Media Relations
- PR Writing
- Strategic PR & Planning

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**Enquiries and Enrolments**

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9am - 5pm weekdays
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A Beckett Street
Melbourne VIC 8006

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RMIT short course terms and conditions are available at www.shortcourses.rmit.edu.au and on RMIT short course enrolment forms.
Flyer updated 21 May 2009