

Department of Marketing and International Studies

1. Advanced Diploma of Business (International Business) (K20055VIC)

Sample size	31	
Total responses	6 (19.4%)	
Responses by year	2002: 2	2003: 4

Summary:

This report provides information gathered through the Graduate Destination Survey conducted by SPS in June/July 2004. It includes summaries of the main reasons that respondents chose to do the Advanced Diploma of Business (International Business) course, their educational and work background, whether they felt they achieved their aims, their overall satisfaction with the course, and post-study outcomes.

Unfortunately the response rate for this course was fairly low. On the basis of the data provided, it seems that 50% of respondents undertook the course for vocational reasons and, by the time of the survey, 67% of respondents were in paid employment – generally in an area closely related to their TAFE course. Four of the six respondents were engaged in further study. Overall, the course received a very high satisfaction rating (mean 8.4, c/f a mean of 7.8 for all courses combined).

Before the course:

Main reason for doing the course (n = 6)

	%
To get a job	16.7%
To develop an existing business	
To start a new business	
To get a different job	16.7%
To get a better job	16.7%
It was a requirement of my job	
To get extra skills for my job	
To get into further study	33.3%
Personal interest	16.7%
Other	

Respondents employed before the start of the course: 50% (3/6 respondents)

Educational background (n=6)

	Year 12	Year 11	Year 10	Year 9 or below
Highest Level of secondary schooling	100%			

Qualifications prior to starting the course	
Completed TAFE Qualification	50% (n=6)
Completed Australian Higher Education Qualification	0% (n=6)
Started but did not complete Australian Higher Education Qualification	0% (n=6)

After the course:

Course satisfaction;

N=6	Yes	Partly	No
Did you achieve your main aim for doing the course?	83.3%	0%	16.7%

How would you rank the quality of the course?

(1-2 = Poor, 3-4 Below Average, 5-6 Average, 7-8 Above Average, 9-10 Excellent)	
Mean response for this course:	8.40 (n = 6)
Overall Swinburne mean all courses in this survey	7.84
NCVER mean for all 2002 Swinburne graduates	7.4

Current employment:

	Percentage	Responses (n)
Respondents in paid employment at June/July 2004	66.7%	4/6
Total respondents in unpaid work (inc. those with paid work or study)	16.7%	1/6

	Full Time	Part Time	Casual	Other
Current job status	2	1	1	0

	Related	Somewhat related	Not related
Current job related to the course?	25%	25%	50%

	Same as previous job	Similar to previous job	Promotion or other improvement	Not related to previous job	Not employed before course
Current job's relationship to job before the course	25%			50%	25%

	Yes	Responses (n)
Did your TAFE course assist you to get this job?	100%	2/2
Did the course help you with the skills that you need in this job?	33.4%	1/3
Are you looking for additional work	25%	1/4
Are you looking for alternative work	50%	2/4

Further education

Four of six respondents were enrolled in further study at the time of the survey, including two at Swinburne.

Course details:

N = 4	CII	CIII	CIV	Dip	Adv Dip	Grad Cert	Degree	Masters	Other
Course level (Number)	1	0	0	1	0	0	2	0	0

N=4	Full Time	Part Time
Study mode	50%	50%

N=4	Related to course	Somewhat related	Not related
New course relationship to completed course	50%	50%	0%

Respondents not in work or study:

Nil.

Additional qualitative information

List three things you gained personally from doing the course.

(NB Responses were grouped into 9 categories as indicated in the summary table below.)

1. Qualifications	0	6. Career Path	0
2. Knowledge and Skills	0	7. Industry Understanding or experience	2
3. Connection with teachers & other students	0	8. Other	1
4. Satisfaction	0	9. No gain	0
5. Confidence	0	Total Comments (Up to 3 per respondent)	3

Category	Survey	Gained Personally from doing the course
7	29	Course was interesting and found that it's a field that I wanted to get into
7	29	Helped in defining what field I do want to work in
8	29	TAFE was the best choice at time for myself

List three things that you felt Swinburne did well in your time here.

(NB Responses were grouped into 8 categories as indicated in the summary table below.)

1. Course Structure	0	6. Practical Industry Experience	0
2. Course Content	2	7. Other	0
3. Course Administration	0	8. Negative Statement	0
4. Teaching Practice	1		
5. Facilities and Resources	0	Total Comments (Up to 3 per respondent)	3

Category	Survey	Things Swinburne did well
2	29	Informative
2	29	Atmosphere was good and classes were good
4	29	Staff were friendly and easily accessible

Suggest three things that you believe are the most important things that Swinburne should do to improve the course.

(NB Responses were grouped into 8 categories as indicated in the summary table below.)

1. Course Structure	4	6. Practical Industry Experience	5
2. Course Content	3	7. Happy – No comment	1
3. Course Administration	0	8. Other	0
4. Teaching Practice	0		
5. Facilities and Resources	0	Total Comments (Up to 3 per respondent)	13

Category	Survey	Suggested Improvements
1	28	Introduce IBL as part of or possibility to do in this course. Additional experience, contacts in industry 3rd semester - work experience
1	30	Reduce hours
1	30	Flexible timetable for people who work
1	33	align with Uni - better pathway
2	32	More relevant - up to date
2	33	rigorous, classes rather than lectures
2	33	Web CT or Blackboard
6	28	Field trips, business seminar, trade fairs
6	28	Organise career evening, entrepreneurs, Poppy King
6	29	Practical work experience should be included
6	29	More advice on job prospects after completion
6	29	Industry knowledge what employers expect
7	31	happy with TAFE

Respondents willing to be contacted again to help Swinburne improve its courses. (Graduate details are available on ASCOL.)

ID	Surname	Given Name	Year Graduated
0992569	Henderson	Cameron	2003
1529129	Troselj	Veronika	2003
1933744	Chan	Matthew	2002
1964496	Horne	Christopher	2003

Graduate Destination Survey (Graduates from 2002 and 2003) Swinburne University of Technology – TAFE

		Before the Course				After the Course							
#	Reason for study	Unemp	Occupation	Tasks	Industry	Occupation	Tasks	Industry	FT/PT	Unpaid Work	Further Ed	Course	FT/PT
28	4	-	import company	despatch		international trader	exporting, importing	stationery supplier	F/T	1			
29	9	No	0	0	0	Registration assistant	Admin tasks	International development	P/T	2	Cert 2	Cert II in Thai	P/T
30	8	-	fitness instructor	customer service	health and fitness	fitness instructor	customer service	health and fitness	F/T	2	Degree	Commerce	P/T
31	1	No								2	Degree	Business (International)	F/T
32	5	-	waiter	waiting	restaurant	store person	forklift	manufacturing	Casual	2			
33	8	No								2	Diploma	Accounting	F/T

2. Advanced Diploma of Business (Marketing) (B2604AEC/M, K2005VICM K2604AEC/M)

Sample size	189	
Total responses	68 (36%)	
Responses by year	2002: 29	2003: 39

Summary:

This report provides information gathered through the Graduate Destination Survey conducted by SPS in June/July 2004. It includes summaries of the main reasons that respondents chose to do the Advanced Diploma of Business (Marketing) course, their educational and work background, whether they felt they achieved their aims, their overall satisfaction with the course, and post-study work and educational outcomes. Some 65% of respondents undertook the course for vocational reasons and, by the time of the survey, 87% of all respondents were in paid employment. More than a third (36%) were in further study.

The course received a good satisfaction rating (mean 7.8), with just over half of all comments provided indicating that participants had gained relevant knowledge and skills. More than a third (36%) of comments referred to good teachers and/or teaching practice.

Before the course:

Main reason for doing the course (n = 68)

	%
To get a job	23.5%
To develop an existing business	
To start a new business	2.9%
To get a different job	5.9%
To get a better job	26.5%
It was a requirement of my job	
To get extra skills for my job	5.9%
To get into further study	8.8%
Personal interest	13.2%
Other	13.2%

Respondents employed before the start of the course: 72.1% (49/68 respondents)

Educational background (n=66)

	Year 12	Year 11	Year 10	Year 9 or below
Highest Level of secondary schooling	87.9%	9.1%	3.0%	0%

Qualifications prior to starting the course	
Completed TAFE Qualification	33.8% (n=68)
Completed Australian Higher Education Qualification	5.9% (n=68)
Started but did not complete Australian Higher Education Qualification	17.7% (n=68)

After the course:

Course satisfaction:

N=68	Yes	Partly	No
Did you achieve your main aim for doing the course?	76.5%	13.2%	10.3%

How would you rank the quality of the course?

(1-2 = Poor, 3-4 Below Average, 5-6 Average, 7-8 Above Average, 9-10 Excellent)

Mean response for this course:	7.80 (n = 67)
Overall Swinburne mean all courses in this survey	7.84
NCVER mean for 2002 Swinburne graduates	7.4

Current employment:

	Percentage	Responses (n)
Respondents in paid employment at June/July 2004	86.8%	59/68
Total respondents in unpaid work (inc. those with paid work or study)	4.5%	3/68

Current job status	Full Time	Part Time	Casual	Other
	41	7	10	1

Current job related to the course?	Related	Somewhat related	Not related
	38.6%	26.3%	35.1%

Current job's relationship to job before the course	Same as previous job	Similar to previous job	Promotion or other improvement	Not related to previous job	Not employed before course
	15.8%	8.8%	12.3%	35.1%	28.1%

	Yes	Responses (n)
Did your TAFE course assist you to get this job?	59.3%	35/59
Did the course help you with the skills that you need in this job?	78.0%	46/59
Are you looking for additional work	15.3%	9/59
Are you looking for alternative work	22.0%	13/59

Further education

Overall, 36.4% (n = 68) of respondents were enrolled in further study at the time of the survey, more than half of them in degree programs at Swinburne.

Course details:

N = 26	CII	CIII	CIV	Dip	Adv Dip	Grad Cert	Degree	Masters	Other
Course level (Number)	0	0	0	1	0	0	22	2	1

N=26	Full Time	Part Time
Study mode	61.5%	38.5%

N=25	Related to course	Somewhat related	Not related
New course relationship to completed course	80%	16%	4%

Respondents not in work or study:

Only two (of 68) respondents were not enrolled in further study or in paid work at the time of the survey.

Additional qualitative information

List three things you gained personally from doing the course.

(NB Responses were grouped into 9 categories as indicated in the summary table below.)

1. Qualifications	0	6. Career Path	0
2. Knowledge and Skills	19	7. Industry Understanding or experience	5
3. Connection with teachers & other students	4	8. Other	3
4. Satisfaction	0	9. No gain	1
5. Confidence	3	Total Comments (Up to 3 per respondent)	35

Category	Survey	Gained personally from doing the course
2	89	Additional theory knowledge
2	92	practical knowledge
2	115	Knowledge
2	115	Skills
2	117	Drawing techniques
2	117	Model Building
2	120	Knowledge
2	120	Education base
2	124	Business Skills
2	129	Some general business stuff
2	129	Ability to write proper documents
2	136	More knowledge
2	139	Knowledge
2	141	Organisation skills
2	141	Report writing skills
2	141	Better business understanding
2	142	Broad knowledge of what is involved in marketing
2	142	Better skills in essay writing
2	146	Learned basics of marketing helpful in current role
3	89	Network of friends and associates
3	92	network of ongoing friends
3	124	New Friends
3	137	Great friends!
5	120	Achievement
5	124	Confidence
5	137	Confidence
7	89	Relevant industry-based knowledge
7	92	guidance career
7	129	Real world knowledge of how advertising/marketing works
7	137	Experience
7	146	Learned useful concepts for own business in future
8	115	Frustration
8	139	Edge over people without degree
8	142	Ability to study and attend classes and work fulltime
9	146	Learned to think harder before enrolling in courses. Not as interesting as 1st thought

List three things that you felt Swinburne did well in your time here.

(NB Responses were grouped into 8 categories as indicated in the summary table below.)

1. Course Structure	2	6. Practical Industry Experience	0
2. Course Content	1	7. Other	3
3. Course Administration	7	8. Negative Statement	0
4. Teaching Practice	9		
5. Facilities and Resources	3	Total Comments (Up to 3 per respondent)	25

Category	Survey	Things Swinburne did well
1	129	Time tabling
1	136	Choice of subjects
2	117	Given understanding to the course
3	89	Highly organised subjects and timetables
3	120	Organisation
3	139	Timely feedback
3	139	Advise on course selection, jobs and general queries
3	141	Good exam timetable
3	142	Good at administration - i.e.: Enrolments etc.
3	142	Good timetable info
4	89	Good teaching staff
4	92	teachers remembering you
4	115	Marg Colley was the best teacher in my life
4	120	Teaching
4	124	Offered help when needed
4	139	Help from teachers
4	141	Good friendly teachers most of the time
4	146	Hired John Collins
4	146	Hired Margaret Collie
5	115	Buildings were clean
5	141	Warm comfortable environment
5	142	Good library facilities
7	117	Utilised time effectively
7	120	Communication
7	124	Make me feel comfortable

Suggest three things that you believe are the most important things that Swinburne should do to improve the course.

1. Course Structure	16	6. Practical Industry Experience	18
2. Course Content	3	7. Happy – No comment	8
3. Course Administration	16	8. Other	6
4. Teaching Practice	22		
5. Facilities and Resources	7	Total Comments (Up to 3 per respondent)	96

Category	Survey	Suggested Improvements
1	82	Human relationship management as additional course
1	89	Offer block subjects
1	90	Running exams and tests during the evening instead of during the day
1	98	more one on one (smaller groups)
1	104	Condense hours eg. course over 3 days rather than 5
1	115	Narrow No of subjects
1	120	No. of subjects (lessen)
1	121	Interaction with other classes eg. 1st year together throughout the 2 years.
1	130	Group work / students should have the option working individually or in a group. (not everyone in the group puts in there bit)
1	130	A lot of the subjects seemed to be doubled up/overlap - work requirements were the same - same sort of assignments for different subjects. On-line subject was a waste of time (importing/exporting)
1	138	more contact hours

Graduate Destination Survey (Graduates from 2002 and 2003) Swinburne University of Technology – TAFE

Category	Survey	Suggested Improvements
1	139	More variety of teachers, so you don't have the same teacher for all of the subjects
1	141	Don't change it midstream
1	142	Shorten it if possible and stop changing it and adding subjects
1	146	Give more flexibility in assessment structure ie group work optional as some only want the info not the certificate
1	146	Shorten the course or offer more electives, it seemed padded/repetitive
2	102	Some subjects need to be reviewed - seemed similar
2	104	More Practical Component - not so many exams
2	129	More specialisation
3	86	course to be offered over more campuses
3	86	problems with delayed results
3	90	Better organisation - booklists organised etc, starting courses - timetables etc
3	100	Set up a transition/transfer from TAFE to University (guarantee if achieved certain level of pass)
3	105	Provide more places in the course
3	108	have the option to do some subjects in different semesters
3	117	Give greater detail in course guide
3	127	administration errors related to enrolment
3	127	missed exams due to admin errors
3	128	Exams was schedule outside of exam period. More qualified/experience marketing teachers should be used in course.
3	131	Too many hours - better organising.
3	138	faster feedback
3	141	Ensure results are available promptly
3	145	better organised administration
3	145	more efficient admin
3	146	Hire a new head of Department
4	81	More interaction between students and teachers
4	91	Teachers need to have sufficient experience in the subject teaching
4	91	Tutors - qualified in teaching mature age students. Felt some tutors had problems in this area!
4	99	More communication from tutors required
4	99	More face to face contact rather than being supplied with notes and cd's
4	106	Experienced tutor in marketing field
4	112	Some Teachers needed to be more up-to-date with their information
4	113	Teachers need to be more precise with the handouts (early in course) otherwise very happy with course
4	115	Increase focus
4	120	Quality
4	123	Better teachers, one teacher never showed up. Inefficient
4	124	Make sure lecturers/tutes speak "understandable" English
4	125	Teacher - was a problem who taught in the course - class felt the same ?
4	126	Tutors should have relevant work experience in the Marketing/subject area/industry
4	129	Improve some teacher/class interaction, In particular MIKE TAAFE was so boring it actually turned people away from attending class.
4	137	Personal assistance
4	137	Informative/friendly lectures
4	137	Personal assistance!!
4	139	Explain assignments better. All teachers for the same course should grade similar
4	139	Don't change grading or marking procedures once one has already been set
4	141	Ensure teachers are diligent
5	81	Improved computer facility
5	81	Parking
5	105	Improve computer equipment and number available
5	114	Parking
5	116	Parking
5	145	improve resources not enough course notes
6	86	better placement system to assist in job seeking on completion
6	92	work experience placements

Graduate Destination Survey (Graduates from 2002 and 2003) Swinburne University of Technology – TAFE

Category	Survey	Suggested Improvements
6	95	Work Experience component in course.
6	97	Work Experience option within course - Hard to get employment in Marketing
6	98	more practical topics
6	103	More career guidance throughout the course
6	106	Work experience within the course
6	112	Real life project not provided
6	117	Direct course to retail.
6	118	More group activities - worthwhile to teach good life skills
6	119	Work experience component in the course would be good.
6	120	Job (work experience)
6	131	Career Guidance
6	136	Provide jobs in field
6	136	Provide job training
6	136	Provide on the job experience
6	142	Have more industry people involved - Real life, not just textbooks
6	142	Provide assistance with using the course to get a job
7	88	No Very happy with course - no comments.
7	110	Course excellent, better than Uni
7	111	Very Happy with course
7	125	Very happy with course
7	132	Very happy with the course
7	133	Very Happy with the course.
7	135	Very Happy with course/ More Car Parking would be good
7	143	No - was happy with course.
8	90	Better placed to advise students as they're finishing their courses of other study opportunities at Swinburne
8	94	Group activities were a problem - otherwise happy with course
8	102	Very Happy with course. Need more guidance/prepare students who want to go onto University
8	115	Be honest
8	127	lack of support
8	138	Better transport directly to campus, esp as a female

Respondents willing to be contacted again to help Swinburne improve its courses. (Graduate details are available on ASCOL.)

ID	Surname	Given Name	Year Graduated
0746037	Fry	Peter	2002
0821357	Hui	Ka-Yi	2002
0852317	Said	Megan	2003
1049852	Schou	Christopher	2002
1173367	Johnson	Wayne	2003
1173936	Wilson	Andrew	2003
1175009	Stevenson	Philip	2002
1176161	Barrett	Peter	2003
1185578	Pearson	Cheryl	2002
1203908	Horvath	Kim	2002
1207539	De Silva	Tirantha	2003
1207865	Gorgiovska	Violeta	2003
1207954	Healy	Vanessa	2003
1208721	Vandenberg	Scott	2003
1229176	Tolliday	Robert	2002
1232622	Moloney	Cameron	2003
1279068	Grant	Lisa	2003
1306014	Salem	Allira	2003
1368753	Campagna	Richard	2003
1370596	Perera	Anthony	2002
1411926	Ross	Jarrold	2002
1431293	Stratton	Brenda	2002
1431323	Mccoy	Katreen	2002
1523139	Sinnathamby	Oosha	2003
1524003	Boulton	Emma	2003
1526782	Kemp	Anthony	2002
1526804	Fernando	Leigh	2003
1528041	Coghlan	Simon	2002
1528297	Montanari	David	2002
1528416	Zimble	Joel	2003
1528440	Fedyshyn	John	2003
1530356	Hendry	Kate	2002
1926055	Amos	Andrew	2003
1926195	Walcher	Emily	2003
1926888	Mcaleer	Andrew	2003
1927086	Colaneri	Elena	2003
1933841	Frazer	Lucy	2003
1933914	Goonetilleke	Hamish	2003
1964968	Markiewicz	Rebecca	2003
2232561	Rawani	Foroz	2003
4798570	Wallace	Luke	2002
8733457	Irving	Brett	2002
074638X	Reed	Andrew	2002
117391X	Renshaw	Robert	2003
120842X	Petterson	Anthony James Kerry	2002

Graduate Destination Survey (Graduates from 2002 and 2003) Swinburne University of Technology – TAFE

#	Reason for study	Before the Course				After the Course								
		Unemp	Occupation	Tasks	Industry	Occupation	Tasks	Industry	FT/PT	Unpaid Work	Further Ed	Course	FT/PT	
80	5	-	sales representative	external selling	Aluminium industry (wholesale)	Sales representative	maintaining current business, obtaining new business, customer liaison	Aluminium	F/T	2				
81	1	Yes								2	Masters	Masters of Business Systems	P/T	
82	5	-	marketing assist	buying from overseas suppliers, advertising	music marketing	sales/marketing support manager	managing internal sales teams, cust relationship management	marketing	F/T	2				
83	1	-	village roadshow	manager	movies	sales consultant	deal with retailers in head office	electronics	F/T	2				
84	5	-	retail	selling, customer service	Retail department store	Administration	Admin duties, customer support, general office duties	Distribution/supplier - stationery etc	F/T	2				
85	1	Yes				Manager	Managerial	Selling Software	F/T	2				
86	5	-	customer service	invoicing, technical information, pricing and quotes	industrial artists	customer service	invoicing, technical information, pricing and quotes	industrial artists	F/T	2				
87	5	-	sales rep	wholesale sales	retail	sales manager	sales	manchester homewares	F/T	2				
88	7	-	Sales Representative	Selling	Building	Sales Representative	Selling	Building	F/T	2				
89	1	No	Marketing Assistant	Admin tasks. Sponsorships	Winery	Marketing Manager	Advertising, Promotions, Sponsorships	Autogas Wholesaler	F/T	2	Degree	Bachelor of Business - Marketing and Management	P/T	
90	5	-	Service manager	customer service, warranty auditing	Automotive	Sales Manager	managing sales	automotive	F/T	2				
91	5	-	Marketing Co-ordinator	Marketing campaigns /liaising with Manager / Advertising w	Wholesale	Australian new account manager	Sales Manager/Customer Relations Key Account	Textiles	F/T	2				
92	5	No	Customer service - retail	retail sales	retailing	Sales coord	Admin, client management	entertainment	P/T	2	Degree	Bach Bus (Marketing)	F/T	
93	4	-	Nanny	Childcare	Childcare	Family Day Care Provider	Childcare	Government - council job	F/T	2	Degree	Bachelor of Business Marketing (Note completed)	P/T	
94	10	No				Customer Service Clerk	Process orders -	Power Tool	F/T	2				
95	10	-	Sales Assistant	Selling	Gift-retailing	Make-up Artist	Apply Make-up	Beauty Industry	P/T	2				

Graduate Destination Survey (Graduates from 2002 and 2003) Swinburne University of Technology – TAFE

#	Reason for study	Before the Course				After the Course								
		Unemp	Occupation	Tasks	Industry	Occupation	Tasks	Industry	FT/PT	Unpaid Work	Further Ed	Course	FT/PT	
96	8	No				Buyer	Category management	Retail	F/T	2	Degree	Bachelor of Business (Retail e-commerce major)	F/T	
97	10	-	Sales Assistance	Bunnings - Mixing Paint - Customer Contact	Hardware Industry	Murcandisng Rep	Sales and Marketing	Mobile Phones	F/T	2				
98	3	-	student	studying		product development	diverse	marketing	Self Empl	2				
99	5	-	Video store casual	Customer service	Video Store	Logistics Co-ordinator		Manufacturing	F/T	2				
100	8	No				Sales	sales	Retail	F/T	2	Degree	Bachelor of Business	P/T	
101	5	-	Administration	Admin tasks	Manufacturing	Manager			F/T	2				
102	10	-	Marketing Assistant	Design Brochures /Co-ordinate Events and Promotions	Information Technology	Marketing Assistant	Design Brochures /Co-ordinate Events and Promotions	Information Technology	F/T	2	Degree	Business - Finance	P/T	
103	9	-	Advertising	Media Planning and Media Buying	Advertising - Automotive	Casual - various. Just finished a degree at Swinburne			Casual	2				
104	1	-	Barman	Customer Service	Hospitality	Territory Sales Representative	Selling and Merchandising	Telecommunications Industry	F/T	2				
105	1	No				premium (finance)company	take care of portfolio of loans, from getting the business to following it up	Financing	F/T	2	Degree	Bachelor of Business	P/T	
106	5	-	Customer Service Officer	Money handling - stock orders	Supermarket	Customer Service Officer	Money handling - stock orders	Supermarket	F/T	2				
107	1	-	Cafe worker	Customer Service	Fast food outlet	Customer Service Officer	Administrative	Customer Service	F/T					
108	5	Yes				hospitality	team leader	hospitality	Casual	1	Degree	bachelor of business at latrobe	F/T	
109	5	-	Hospitality	Management	Hotel					2	Degree	Degree in Marketing	P/T	
110	3	No				sales assist	register cust service	retail	Casual	2				
111	9	No								2	Degree	Business Marketing	F/T	
112	7	-	Chef	Cooking	Restaurant	Marketing Co-ordinator	Co-ordinator	Food Manufacturing	F/T	2	Degree	Bachelor of Business	F/T	
113	9	No				Owner/ Partner of a Handyman Service	Outside repair work. Garden clean up etc	Horticultural/Landscape?	P/T	2	Degree	Business - Accounting Stream	F/T	
114	1	No				Customer Service	Customer Service	Retailing	F/T	2				

Graduate Destination Survey (Graduates from 2002 and 2003) Swinburne University of Technology – TAFE

#	Reason for study	Before the Course				After the Course								
		Unemp	Occupation	Tasks	Industry	Occupation	Tasks	Industry	FT/PT	Unpaid Work	Further Ed	Course	FT/PT	
115	8	No				Bar tender	Tending a bar		Casual	2	Degree	International Business and Marketing	F/T	
116	5	-	Retail sales	Selling	Consumer Goods	Retail sales	Selling	Consumer Goods	Casual	2	Degree	Bachelor of Business (Marketing)	F/T	
117	1	Yes	Administration	Co-ordinate Photography	Real Estate Signage	Merchandiser	Build Displays, Rotate ?, Planograms ?, Facing Stock ? And log lines on display.	Retail	Casual	2				
118	10	No				Marketing department	data entry; customer service; advertising	Import business	P/T	2	Degree	Degree in Business Marketing	F/T	
119	1	-	Customer Officer	Supermarket - check out/stacking selves	Retail/Supermarket	Marketing Co-ordinator	Liaison with clients - sales / creative process team	Manufacturing	F/T	2				
120	1	No	Dairy manager @ Coles	Replenishment, ordering, customer service, stocktake, training, bookkeeping	Grocery retailing					2	Degree	Bach Bus (Man)	F/T	
121	9	No				Marketing Assistant	Client briefing - products for advertising and marketing	Sports	F/T	2				
122	8	-	Supervisor	Supervising Staff	Food retail	Manager	Manager buying goods		F/T	2				
123	5	-	customer service casual	serving at target, cash register	retail	awards consultant	deal with bookings	travel	F/T	2	Other	customer service	P/T	
124	1	No	Shop Assistant	Selling/Customer Service	Clothing Retail	Sales Assistant	Selling/Customer Service	Clothing Retail	Casual	2		0		
125	9	No				Customer Service Officer	Running a corporate box	Hospitality	P/T	2	Degree	Business Marketing	F/T	
126	4	-	Claims and Project Manager	Management in Claim area of the department	Insurance Industry	Marketing Anaylist	Sponsorship liasing between the organisation and / Customer and Clients	Insurance	F/T	1	Degree	Bachelor of Business (Marketing)	P/T	
127	7	No								2	Degree	sports admin	F/T	
128	10	-	Sales Assistant	Customer Service, Sales	Electronics	Sales Assistant	Customer Service, Sales	Electronics	P/T	2	Degree	Multimedia Marketing	F/T	
129	1	No	Car Washer	Washing Cars	Car Washing Service	Bus Driver	Driving Busses	Transport Industry	Casual	2	Degree	Bach Bus	F/T	
130	10	-	Sales Assistance	Customer Service	Clothing	Information Services - Senior Assistant	Data Processing/Input - Quality Insurance	Incentive Programs	F/T	2				
131	10	-	Retail Worker	Sales	Clothing	Share Registry company	Customer Service	Stock Brockomg	F/T	2				
132	5	-	Retail worker	Customer Service - selling - stock control	sports Retail	Marketing and Events Assistant	Organise - sponsorship, organise events	Sports (Football Club)	F/T	2				

Graduate Destination Survey (Graduates from 2002 and 2003) Swinburne University of Technology – TAFE

#	Reason for study	Before the Course				After the Course							
		Unemp	Occupation	Tasks	Industry	Occupation	Tasks	Industry	FT/PT	Unpaid Work	Further Ed	Course	FT/PT
133	10	No								2	Degree	Business - major Marketing - minor International Marketing	F/T
134	9	-	retail	cosmetics register	retail	retail	cosmetics register	retail	P/T	2			
135	9	-	Casual Sales position	Sales - customer contact	Ticket Sales					2	Diploma	Business (Marketing)	F/T
136	4	No	Food Service Assistant	Food Service, food handling	Healthcare					2		0	
137	9	No	VCE student	student	0	Marketing assist	Writing articles for website, tradeshows/customer service/promotions/alpine \$ program	Skiing/alpine resorts	F/T	2		0	
138	8	Yes								2	Masters		P/T
139	1	No	Shop Assist	Fill and maintain the shop, customer service	Supermarket	Sales exec	Gathering leads to increase potential clients for my employer. Selling service	Transport and logistics	F/T	2		0	
140	5	-	Service Engineer		Plastic Manufacturing				F/T	2			
141	7	No	Sales Manager	Sales and Management	Medical	Non-profit	Marketing	Charity Work	Casual	1		0	
142	4	No	0	0	0	Sales/New Business	Selling	Manufacturing Textiles Industry	F/T	2		0	
143	9	-	Technical Support Assistant	Customer Service	Consumer Electronic Industry (Audio)	Customer Service	Customer Liaison	IT	F/T	2			
144	1	-	Receptionist	Answering phones, customer service	Beauty industry	Administration coordinator	administration	IT	F/T	2			
145	5	-	senior officer local government	manage infrastructure maintenance	Government	senior officer local government	manage infrastructure maintenance	Government	F/T	2			
146	8	No	Production worker	Labour	Warehousing, also family farming	Campaign Manager	Management of data processes, reporting, analysis, client liaison	Telecommunications	F/T	2		0	
147	1	Yes	Shop assistant	Stock replenishing	Grocery chain	Merchandiser	Stock relays and replenishment	Food	Casual	2		0	