






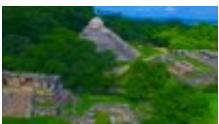




























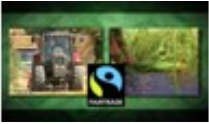










Economics & Business













119 videos












		Year	Rating	Duration
	A Case Study in IR Reform This programme explores the changes that have come about under the Work Choices Legislation and the impact of these changes on employees in small and large businesses, trade unions and employers.	2007	E	00:29:56
	A Day in the Life of a Cafe Owner: Food Service and Catering for Business In the six months since they bought "Fresh", partners Lee and Guy have built up a successful cafe business specialising in freshly roasted coffee and fresh produce. Over the course of a day we discover...	2003	E	00:30:52
	Accounting for the GST in Small Business: Case Studies of Accounting Issues This programme focuses on the impact of the Goods and Services Tax (GST) on recording financial information and how the use of information technology has helped business owners in complying with tax l...	2006	E	00:28:00
	Addressing Bullying in the Workplace In this second programme in the Dealing with Workplace Bullying series we focus on effective means of dealing with bullying behaviour at work. The first part of the programme addresses the mechanics o...	2006	E	00:25:50
	Advertising: The Inside Story The program features an ad agency, the roles of its employees and the development of a successful advertising campaign. The programme examines how the ad agency works in the context of what it must do...	1997	E	00:28:37
	An Introduction to Investing in the Share Market The Australian Share market is dynamic. Every trading day thousands of shares are bought and sold on the Australian Stock Exchange. This programme takes you back to the basics of the share market and...	2007	E	00:24:12
	Ansett: The Collapse of an Australian Icon This programme provides a brief overview of the history of Ansett and examines the issues that caused the collapse.	2002	E	00:21:52
	Australian International Business: Case Study Series: View and Do: Maths Investigations 2 We are often alarmed to see how many Australian businesses are being bought out by foreign companies, but there are Australian businesses that are successfully competing in international markets. This...	2008	E	00:27:36
	Balancing the Books Balancing the books is an essential part of business. Accounting methods help businesses collect, record and analyse financial data. Follow trainee accountant Calvin Clegg, a contestant on the quiz sh...	2010	E	00:31:40
	Boost Juice: A Franchise Case Study This programme provides students with a vibrant example of a successful franchise model. The founder and controlling shareholder of Boost Juice explains how Boost Juice operates and what its prioritie...	2004	E	00:25:28












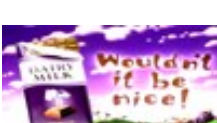
	<p>Borrowing Money Series: Know Your Finances</p> <p>This programme teaches students about the pros and cons of borrowing money, different borrowing options, and factors to consider when borrowing. Students will learn about loans and credit cards, inter...</p>	2017	E	00:09:57
	<p>Business Strategy</p> <p>This interview-led film explores various aspects of business strategy. It features a range of individuals experienced in developing and implementing business strategies, including Gareth Sear from Bus...</p>	2012		00:18:14
	<p>Case Studies in Corporate Culture</p> <p>Led by three prominent businesses in Australia, Bendigo Bank, Oakley and Salesforce, this programme not only discusses how cultures can differ, but also demonstrates how each different style remains f...</p>	2007	E	00:27:10
	<p>Cash Flow</p> <p>In business planning and operations there are many ways to measure the success and viability of an enterprise. But regardless of how well a business stacks up on paper, without effective cash flow, it...</p>	2012	E	00:16:37
	<p>Cash Flow Series: Accounting for Small Business Series</p> <p>This programme looks at the fundamental issues of cash flow including the difference between cash and profit, cash vs. credit, measuring cash flow and improving cash flow.</p>	2001	E	00:19:10
	<p>Change Management in Large Organisations: Smoking Laws - A Case Study</p> <p>Large organisations only survive in today's highly competitive environment if they have the ability to effectively deal with change. External changes such as changes to the smoking laws in several sta...</p>	2008	E	00:29:08
	<p>Conflict Management</p> <p>Set in the production office of fictional current affairs programme "Sighted," this 26 minute programme provides a dramatic perspective on the place of conflict in workplace communications and explore...</p>	2007	E	00:26:53
	<p>Consumer Choice and Protection</p> <p>We can all relate to the delight when finding a special item for sale or hunting down a bargain. Shopping fulfils a host of primal urges, from the necessity to feed and clothe ourselves to the need fo...</p>	2010	E	00:22:37
	<p>Critical Issues in Business: Success and Failure</p> <p>What are the critical issues which decide the success or failure of a business? An ideal resource for senior secondary viewers, this programme reveals the inner-workings of organisations and the facto...</p>	2012	E	00:16:44
	<p>Customer Interaction Series: Impacts on Tourism</p> <p>Tourism, like any industry, relies on a constant supply of customers to be profitable and succeed. Providing appropriate levels of customer service is crucial to the survival of any business in any in...</p>	2010	E	00:26:11
	<p>Cutting Their Own Cloth</p> <p>This programme looks at two enterprising young sisters who set up their own successful business designing and manufacturing club wear. Savage Sisters is an up-and-coming label in trendy fashion sportsw...</p>	1999	E	00:21:52
	<p>Day to Day Business in a Cafe</p> <p>There are many roles to play in operating a small business successfully. This case study presents an overview of what is involved in running a cafe such as: a typical day, customers, products, staff,...</p>	2005	E	00:26:21













	Developing a Business Plan	2004	E	00:17:56
	Using a case study of a newly established restaurant, this programme investigates: · What a business plan is, and why it is important. · Different types of business plans. · The key elements of a business...			
	Don't Hesitate, Communicate	2010	E	00:31:04
	Employees in an office often come from different walks of life and different cultures. Their personalities are unique, their expectations diverse. But how can we ensure communication in the office is...			
	E-Business: A Case Study	2008	E	00:23:34
	This programme looks at the impact that e-business has had, and continues to have, on the operations of small and large businesses today. It's not just a case of being up with the latest trends and te...			
	Effective Budgeting for Business	2008	E	00:26:13
	What does the future hold? Business owners and managers may not be able to answer this question, but they are able to use budgeting to look for clues about the future. This programme explores the exte...			
	Effective Communication in Business	2010	E	00:20:09
	Businesses rely heavily on communication - particularly in the information age of the 21st-century. In today's world it is often necessary to share information with many different people both internal...			
	Employment Relations and Conflict Resolution	2012	E	00:22:02
	Teamwork and effective relationships with colleagues are key to the productive and profitable operation of most organisations. Inevitably though, there are disputes and conflict, and all personnel nee...			
	Enterprise and Entrepreneurs	2008	E	00:30:19
	Four bite-sized videos bring entrepreneurs into your classroom to talk about their motives, experiences and when they had their 'eureka' moment. Includes: Motives and Traits of Entrepreneurs, Risks an...			
	Enterprise Bargaining and the Workplace Relations Act	2004	E	00:30:03
	This programme provides students with a brief overview of the recent history of the Industrial Relations System in Australia, from the Accords introduced by the Hawke government in 1983 to Prime Minis...			
	Environmental Sustainability in Business: A Case Study	2010	E	00:27:37
	Businesses have always had to respond to different external influences. It was technology in the 80s and security in the 90s, but now a new challenge has emerged - climate change. Business owners are...			
	Establishing a Small Business: Case Study of a Cafe	2003	E	00:21:47
	Featuring a dynamic and thriving cafe business, this video documents the process of establishing a small business in a competitive market. In telling their story, the owner-operators highlight the man...			
	Ethics and Social Responsibility in Business	2003		00:25:41
	Increasingly consumers expect businesses to operate in an ethical and socially responsible manner. Many businesses abide by a Code of Conduct, either company-specific, or an industry standard. This pr...			
	Ethics and Social Responsibility in Management	2008	E	00:27:37
	An increasing trend in businesses today is to prove to stakeholders it operates as a good corporate citizen. In order to achieve this, businesses are developing key policies and practices centring aro...			












	Ethics and the Consumer Shopping, it's a pastime many of us know well. In fact for many people shopping is the ultimate leisure activity. Everyone loves a bargain, but how often do we think of the origins of the products we...	2010	E	00:22:36
	Evaluating Business Performance: Small Business Case Studies In this programme the owners of three businesses talk frankly about profitability, liquidity, efficiency and stability. Students will gain an understanding of how to evaluate business performance.	2006	E	00:31:30
	Event Management: Planning, Organising, Leading and Controlling This programme provides a behind-the-scenes look at the staging of a significant series of events from the Eureka 150 held in Ballarat, Australia in 2005. This historic event incorporated activities a...	2005	E	00:28:18
	External Factors Affecting Business Series: Business Studies Many factors that affect businesses are outside of their control. These external factors include the level and ferocity of competition, the national and global economic climate, fiscal and monetary po...	2009	E	00:34:26
	External Factors Affecting Business: Natural Disasters All businesses are exposed to some level of risk, but when a natural disaster strikes they can suddenly face a variety of unexpected and often extraordinary situations. What happens in a matter of sec...	2013	E	00:24:20
	Fairtrade: Who Benefits? The Fairtrade scheme ensures a fair price for food producers in poor countries. This programme explains the Fairtrade scheme, identifying how it benefits farmers in poorer countries and how the Fairtr...	2008	E	00:22:42
	Financial Budgets Series: Accounting for Small Business Series Using clothing and music store Euphemism as a case study, this programme looks at the fundamental issues of financial budgets including why businesses have budgets, the importance of budgets, the budg...	2001	E	00:20:22
	Financial Literacy: Money and Personal Budgeting This programme provides students with the basic knowledge about making transactions, using the banking system and budgeting.	2005	E	00:24:35
	Financial Literacy: Mobile Phones and Consumer Rights The first part of this programme looks at mobile phones, their features and potential traps for young buyers. The second part looks at consumers' rights and the role of the ACCC in protecting consumer...	2005	E	00:22:37
	Financial Management and the Planning Cycle KPMG is one of the world's largest professional services firms, providing audit, tax, and advisory services to businesses across the globe. Join KPMG's Ben Skarrasbrek and Alexi Terroves as they take...	2011	E	00:15:30
	Financial Reporting for Business Accounting reports convey information about cash, profit and financial position to the owner and key stakeholders of a business. This programme explores the content and format of the three key account...	2008	E	00:25:43













	Financial Stability Series: Accounting for Small Business Series	2001	E	00:21:44
	This programme outlines the fundamental issue of financial stability including concepts such as stability, cash budgets, working capital ratio, quick asset ratio, efficiency measures and solvency.			
	Financing a Business: A Guide through the Maze	2002	E	00:43:32
	This programme offers a basic understanding of how businesses obtain finance. It contains excellent graphics and features interviews with executives from the stock exchange (AXS), the Bendigo Bank and...			
	First Things First: Working Effectively in the Office	2010	E	00:22:40
	In most workplaces constant demands will be placed on prioritising and managing your workflow while also developing new skills along the way. The pressures of deadlines and constant workload require y...			
	Franchising	2013	E	00:26:38
	In recent decades, franchising has become a popular and highly successful business model for many enterprises. Some of the world's best-known brands have become household names through extensive inter...			
	Fruit Shop Economics	2005	E	00:28:04
	This fast-paced programme examines basic economic concepts in a way that students will easily understand and relate to.			
	Generating and Protecting Business Ideas Series: Understanding Business Studies	2010	E	00:20:24
	This new release explores how businesses develop and protect business ideas. Split into three defined sections and including input from new and established entrepreneurs including Philip Pantsman Ta...			
	Generation F: Women in the Workforce	2010	E	00:27:04
	Generation F make up around half of the Australian workforce. Whether they are school leavers, graduates, working mothers, migrants or entrepreneurs, Generation F are female employees who offer a dive...			
	Global Branding Series: Business without Borders	2016	E	00:10:10
	Effective global branding requires a sound understanding of different international markets, and how products or services themselves, and the language and imagery used in their promotion, best suits c...			
	Global Business: A Case Study of Volvo in Brazil	2003	E	00:18:18
	During the late 1990s, Swedish auto maker Volvo gained a foothold in the South American market by establishing a major manufacturing plant in Brazil. This film tells why Volvo sought to expand its glo...			
	Globalisation and Free Trade: At What Price?	2004	E	00:24:31
	This programme examines the organisation of international trade between nations and how globalisation and free trade has transformed the operation of economies around the world.			
	How the Mighty Fall: Corporate Collapses	2004	E	00:22:41
	This programme examines three case studies of corporate collapses in Australia around the turn of the 21st century. They are: HIH - at the time, the biggest corporate collapse in Australia's history;...			
	Human Resource Function	2009	E	00:30:50
	People are the most important asset in any organisation. Many small, medium and large enterprises manage their most important asset by having a dedicated Human Resources Manager, and if sufficiently l...			

	<p>If The Shoe Fits: Windsor Smith Marketing and Communication</p> <p>From humble beginnings in 1942 when Clarrie Mance started the business, Windsor Smith has grown to become one of the country's most prominent and successful footwear companies. This programme focuses...</p>	2002	E	00:25:09
	<p>Impacts of Globalisation</p> <p>The nations of the world are becoming more connected and interdependent. There are many benefits to globalisation, but not all nations have benefited equally. There are vast differences in living stan...</p>	2003	E	00:21:31
	<p>Inputs, Outputs and Waste Series: Business in Action</p> <p>This programme explores how the Visy Recycling management develops strategies to optimise their production operations within a company that services over a million residences throughout Australia.</p>	2000	E	00:23:07
	<p>Inside Story: E-Commerce in Business</p> <p>This programme provides three fascinating e-commerce case studies: Ford - online marketing; Coronet (corporate uniform manufacturer) - online ordering system and Mp3.com.au the online delivery of musi...</p>	2003	E	00:28:26
	<p>Introducing Customer Service</p> <p>This programme introduces and defines customer service by talking to representatives from customer-focussed organisations like 'ANZ Bank' and 'The Body Shop'.</p>	1995	E	00:28:29
	<p>Introducing the Finance Industry Series: Know Your Finances</p> <p>This programme teaches students about different types of financial institutions and the services they offer. It explains the concepts of interest earned, interest charged, and how financial institutio...</p>	2017	E	00:07:16
	<p>Key Functions of Business</p> <p>Using Holden as a case study, this programme looks at the key functions performed in business on a daily basis.</p>	2005	E	00:28:11
	<p>Keys to Success in Business</p> <p>This programme examines 10 keys for business success. It focuses on small enterprises which highlight business principles clearly. The keys examined are; Be innovative, Develop a business plan & get a...</p>	2004	E	00:28:50
	<p>Legal Structures Series: Understanding Business Studies</p> <p>What are legal structures? Why are they important? And how do you choose the right legal structure for a new business? This programme brings the answers to these questions to life with real world case...</p>	2010	E	00:26:32
	<p>Macroeconomics</p> <p>Hardly a day goes by when we do not hear or read issues in the news of 'consumer spending down', the 'Australian dollar rising', and 'business sentiment at a five-year low'. We also often hear a poli...</p>	2011	E	00:18:43
	<p>Management Roles: Planning, Organising, Leading, Controlling</p> <p>Management is one of the most widely-discussed and critical issues in business. Understanding what a manager does and how they achieve success is the focus of this engaging, information-rich programme...</p>	2012	E	00:20:16

	Management Styles Explained Management styles are characteristic ways of making decisions and relating to subordinates. The predominant management styles are commonly defined as autocratic, persuasive, consultative, participativ...	2011	E	00:17:30
	Managing a Small Business This programme investigates how three very different and successful Australian businesses actually work. In a series of interviews, the owners of an office stationery supplier, a small building firm a...	1999	E	00:20:17
	Managing Personal Finances Series: Learning à la Carte In this programme, Investment Advisor Freda Miriklis, shares her top three tips to help manage personal finances. We can all take more control of our finances - even if we don't earn a lot of money. I...	2009	G	00:12:22
	Market Research Every business needs customers. And to get customers to buy your product or service, you have to know what they want. That is where market research comes in. Market researchers try to gather informatio...	2002	E	00:20:40
	Marketing For Beginners: A Case Study in Retail This case study approach features a small business management expert looking at two retail businesses run by two brothers, selling similar products but operating from two very different locations.	2001	E	00:21:13
	Marketing That Works A good marketing plan derived from VEA's overall vision and plans, an excellent marketing mix, innovative market research techniques and competent staff are all clearly described.	2001	E	00:25:02
	Marketing, Research and Segmentation Series: Introduction to Marketing Series Why do businesses use market research and segmentation and what does that mean? What are the benefits they bring to your business success and what are the difficulties involved in implementing these s...	2009	E	00:19:39
	Meeting Management Challenges 1 Every workplace, no matter how successful, has to deal with difficult situations. But what are the most effective ways of responding to employee issues? This presenter-led programme guides audiences t...	2012	E	00:11:27
	Meeting Management Challenges 2 Workplaces are fast-paced, challenging and diverse environments that can create conflict and misunderstanding. Successful resolution of problems with colleagues is a vital aspect of good management. T...	2012	E	00:11:00
	Mergers and Acquisitions This programme addresses two increasingly common occurrences in the business world - the merger of two or more companies/firms or the acquisition process. Using real life case studies, we examine the...	2004	E	00:29:50
	Microeconomics: Understanding the Market System A fundamental proposition in economics is that people have unlimited wants, but there are limited resources, which leads to the problem of scarcity. Hence the central question in economics is how best...	2011	E	00:19:45
	Mmmarketing: A Food Marketing Case Study Using Cadbury Schweppes as a case study, this programme examines the 4 Ps of marketing - product, price, place and promotion.	2002	E	00:28:57

	No Sweatshop Label at Hunter Gatherer The programme concentrates on Hunter Gatherer, a social enterprise which embodies the new direction being taken by the Brotherhood of St Laurence, under the leadership of Father Nic Frances.	2002	E	00:28:04
	Online Customer Service As technology evolves, so too does the world of customer service. Customers now prefer to deal with companies online, rather than typical face-to-face or phone exchanges. Online customer service provi...	2012	E	00:20:45
	Online Marketing With the emergence of social media technology and the Internet now dominating global communication, this expert-led programme for upper secondary and higher-education viewers shows why online marketin...	2012	E	00:18:26
	Operations Management: A Case Study of a Hotel Service providers are essential in our economy. Where would we be without hospitals, cleaning companies, accounting firms and hairdressers? But it can be difficult to apply concepts of operations mana...	2009	E	00:27:31
	Operations Processes Series: Inputs, Transformations, Outputs At the very heart of business operations is the production of products or services – the input of raw materials, human resources and capital, the transformation process that turns input into output –...	2013	E	00:23:16
	People at Origin Energy: A HRM Case Study This programme examines the practices and processes of the human resource management function in large-scale organisations in Australia.	2006	E	00:28:47
	Person-to-Person Customer Service Dealing face to face with customers can require patience and the ability to genuinely engage with people of all ages, and from wide ranging backgrounds. It requires the ability to remain calm, to enga...	2012	E	00:20:49
	Privatisation Case Studies Over the past few decades, privatisation has become a global phenomenon. During the 1990s, privatisation was embraced throughout the world by governments ranging across most political persuasions. In...	2007	E	00:24:57
	Profitability Series: Accounting for Small Business Series In this programme, see how business resources including sales revenue, gross profit ratio, net profit ratio and expense and sales ratio are used to evaluate profit. The programme also looks at the ret...	2001	E	00:18:16
	Researching Global Markets Series: Business without Borders Your product is set to go worldwide, but what if it doesn't have global appeal? Going global in business requires thorough research into demographics, culture and religion, politics, economics and law...	2016	E	00:09:46
	Rethinking Economic Growth With the aid of colourful graphics, arresting footage, a young presenter and interviews with economists and federal politicians, this programme attempts to sort out the debate over economic growth.	2001	E	00:30:00
	Safety First: OH&S in the Office Many Australians spend a large portion of their working lives in an office. Although most of us wouldn't consider this a workplace of high risk, we must not assume that safety in an office is a given....	2010	E	00:23:48

	<p>Savings and Investing Series: Know Your Finances</p> <p>This programme teaches students about the definitions of, and need for, savings and investments. Reasons why people save are explored, as well as the concept of creating a savings plan. The programme...</p>	2017	E	00:11:01
	<p>Selling Products Globally Series: Business without Borders</p> <p>Global brands – they might be the same wherever you go, or they might be different. They might also vary considerably in price and how they're positioned from country to country. Experts Kathleen Grif...</p>	2016	E	00:09:45
	<p>Shock Management Series: Business in Action</p> <p>This programme explores the dynamic nature of management as Shock Records responds to various internal changes and how this has effected the organisation's operations.</p>	2000	E	00:24:42
	<p>Small Business Case Studies: Tattoos, Pedals and Things Bizarre</p> <p>This programme considers four small businesses in various stages of development. It looks at: finance, ownership, location, market research, business plan, marketing, accounts, stock control, competit...</p>	2002	E	00:57:08
	<p>Sources of Finance</p> <p>Starting and operating any business is not simply a case of putting up a sign or registering a website and declaring yourself open for business. In the establishment of any enterprise, capital is need...</p>	2012	E	00:23:03
	<p>Starting a Small Business: Corporate Version</p> <p>This programme uses case studies to investigate and communicate ideas and issues related to key business functions. We meet the owners of several successful and very different small businesses - and f...</p>	2004	E	00:30:00
	<p>Starting a Small Business: Key Business Functions</p> <p>This programme uses case studies to investigate and communicate ideas and issues related to key business functions. We meet the owners of several successful and very different small businesses - and f...</p>	2004	E	00:16:39
	<p>Starting an Online Business</p> <p>Got a great idea for a product or service and want to start an online business? It's a lucrative market with potential for big returns, but where do you start? This interview based production introduc...</p>	2012	E	00:21:17
	<p>Starting Up Series: Small Business Management</p> <p>Small business is commonly considered to be the "engine room" of the country's economy. Flexible hours and the opportunity to make large profits can make starting your own business appealing; however...</p>	2010	E	00:25:49
	<p>Technological Development in Business</p> <p>This programme examines technological developments within business and the risk companies take in falling behind their competitors.</p>	2003	E	00:28:25
	<p>Telephone Customer Service</p> <p>As customers, so much of our interaction with businesses and other organisations is undertaken over the phone. Those on the other end of the phone deal every day with a wide variety of people from a r...</p>	2012	E	00:18:26

	<p>The All New Holden: A Business Marketing Case Study</p> <p>Take a look behind the scenes of one of the most expensive consumable items many of us will ever buy – a new car. As part of its marketing campaign, Holden bought outright an edition of “Wheels” magaz...</p>	2007	E	00:25:13
	<p>The Basic Concepts of Economics</p> <p>This video was developed to introduce students to the central concepts of economics. The concepts covered are: needs, wants, limited means (scarcity), choice and opportunity costs. Students will enjoy...</p>	2006	E	00:15:04
	<p>The Bottom Line: Balance Sheets and P&Ls</p> <p>This programme is an essential guide to accounting reports, balance sheets and profit and loss statements. Real life case studies from The Agni, an Indian restaurant in the UK and Globe, a streetwear...</p>	2006	E	00:26:44
	<p>The Business of Marketing Food</p> <p>This programme contains marketing case studies of two successful Australian food companies - Sanitarium Foods and Gatorade. It focuses on: analysis; market segmentation; SWOT analysis; marketing plan...</p>	1997	E	00:26:14
	<p>The Business Plan Series: Small Business Management</p> <p>A business plan is one of the most useful management tools the small business owner can use. It maps out what a business needs to do in a systematic and logical way. In this programme we discuss the i...</p>	2009	E	00:26:39
	<p>The Credit Crunch</p> <p>This film was made during the early part of 2009 when the world faced a credit crunch and economic times not seen since the Great Depression of the 1930s. Narrator-led and featuring many street interv...</p>	2014	E	00:24:38
	<p>The Four P's: Marketing Strategies</p> <p>Applying an effective marketing strategy is essential to the ongoing success of an organisation in today's competitive marketplace. What must you do to stay ahead of your competition? This programme f...</p>	2009	E	00:26:05
	<p>The Global Economy: Globalisation</p> <p>Using various case studies, this programme investigates: The nature of globalisation and the global economy - Case study: How globalisation affects the daily decisions of a farmer Trade and financia...</p>	2003	E	00:20:08
	<p>The Money Go-Round: Case Studies in Cash Flow</p> <p>This programme explores the reasons a business needs cash and common sources of finance available for businesses to access cash.</p>	2006	E	00:30:10
	<p>The Nature of Business in Australia</p> <p>No matter who we are or what we do, business permeates just about every aspect of our lives. It fulfills a range of important functions in our society and underpins the functioning and growth of our e...</p>	2012	E	00:21:15
	<p>The Nature of Economics Series: Introduction to Economics</p> <p>The economic problem arises because people have unlimited wants, but limited resources with which to satisfy them. We investigate the characteristics of wants and resources, and the principle of oppor...</p>	2001	E	00:21:15
	<p>The Operation of an Economy</p> <p>There are many different economic systems throughout the world, but they all have to address the same basic questions. We investigate these questions, and use the production of bread to show how resou...</p>	2001	E	00:21:17



The PR Function

Public relations (PR) agencies persuade the public to have good relations with a business, brand, organisation or celebrity. Big business lives and dies in the public arena, where PR can mean the diff...

2011 E 00:20:55



Understanding Brands

Australians are exposed to roughly 3,000 advertisements everyday - that's 84,000 advertisements a month or over one million different advertising messages each and every year. In this hectic market we...

2010 E 00:27:21



What Is Marketing?

Series: Introduction to Marketing Series

Marketing is a key topic in a range of business, leisure and tourism courses. This fascinating program provides a clear introduction to the subject, giving students a sound understanding of the key co...

2009 E 00:22:42



Writing in the Workplace

This engaging programme provides the student with an overview of the purposes and advantages of writing as a medium and the advantages and disadvantages of writing compared with speaking. It covers th...

2007 E 00:22:57