



Media and communication study guide

Course options and career opportunities

swinburne.edu.au/media

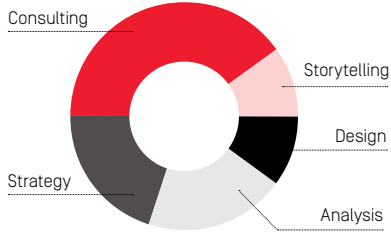
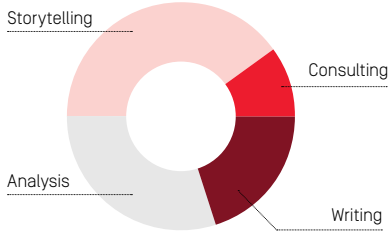
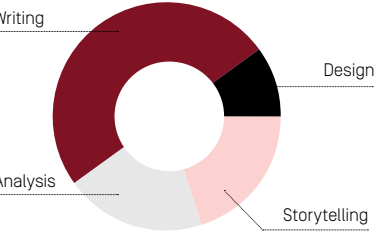


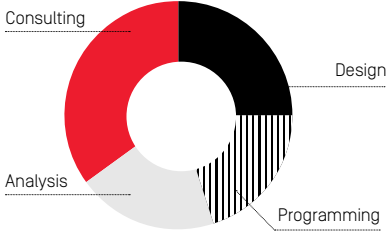
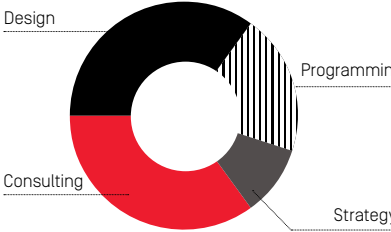
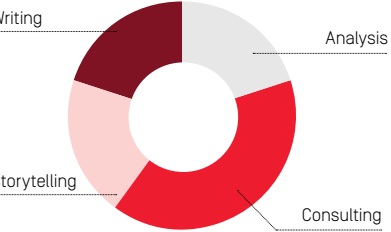
It’s not what you say, but how you say it.

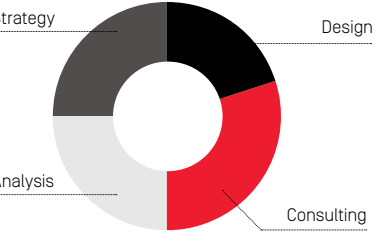
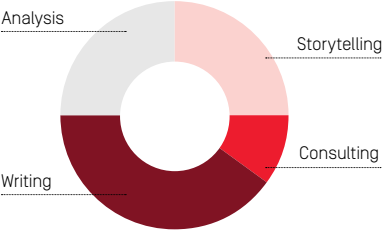
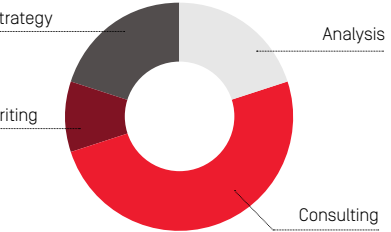
Do you love getting inside people's heads and understanding why they do the things they do? Are you compelled to turn confusion into clarity? Or maybe you want to create entirely new worlds through games and storytelling?

If you want to change the world with your words, then media and communication at Swinburne is for you. Our practical courses are shaped with industry. Get set to influence in any environment.



<p>I want to learn</p> <p>How to create influential messages</p>	<p>I want to learn</p> <p>How to navigate today’s screen industry</p>	<p>I want to learn</p> <p>The art of writing and critique</p>
<p>Study</p> <p>Advertising</p> <p>To learn about</p> 	<p>Study</p> <p>Cinema and screen studies</p> <p>To learn about</p> 	<p>Study</p> <p>Creative writing and literature</p> <p>To learn about</p> 
<p>With a degree</p> <p>Bachelor of Media and Communication (Professional) With a major in advertising</p> <p>Bachelor of Media and Communication With a major in advertising</p> <p><i>Pathway to a degree:</i> Diploma of Arts and Communication (UniLink)</p>	<p>With a degree</p> <p>Bachelor of (Arts Professional) With a major in screen studies and popular culture</p> <p>Bachelor of Media and Communication (Professional) With a major in cinema and Screen Studies</p> <p>Bachelor of Arts With a major in screen studies and popular culture</p> <p>Bachelor of Media and Communication With a major in cinema and screen studies</p> <p><i>Pathway to a degree:</i> Diploma of Arts and Communication (UniLink)</p>	<p>With a degree</p> <p>Bachelor of Arts (Professional) With a major in professional and creative writing</p> <p>Bachelor of Media and Communication (Professional) With a major in creative writing and literature</p> <p>Bachelor of Arts With a major in professional and creative writing</p> <p>Bachelor of Media and Communication With a major in creative writing and literature</p> <p><i>Pathway to a degree:</i> Diploma of Arts and Communication (UniLink)</p>
<p>To become</p> <div><div>• Advertising account executive</div><div>• Marketing and sales professional</div><div>• Brand strategist</div><div>• Media planner</div></div>	<p>To become</p> <div><div>• Broadcast presenter</div><div>• Film researcher</div><div>• Film distribution coordinator</div><div>• Production coordinator</div><div>• Screen publicist</div></div>	<p>To become</p> <div><div>• Copywriter</div><div>• Publisher</div><div>• Content producer</div><div>• Screenwriter</div><div>• Novelist</div></div>
<p>With a diploma</p> <p>Diploma of Social Media Marketing (10904NAT)</p> <p>Diploma of Marketing and Communication (BSB50620)</p>	<p>With a diploma or certificate</p> <p>Certificate IV in Screen and Media (CUA41215)</p> <p>Diploma in Screen and Media – Sports Media (CUA51015)</p>	<p>With a diploma or certificate</p> <p>Certificate IV in Professional Writing and Editing (CUA40118)</p> <p>Diploma of Professional Writing and Editing (CUA50118)</p>
<p>To become</p> <div><div>• Communications assistant</div><div>• Content marketing coordinator</div><div>• Digital marketing assistant/coordinator</div><div>• Influencer</div><div>• Social media coordinator</div></div>	<p>To become</p> <div><div>• Media manager</div><div>• Sports journalist</div><div>• Social media coordinator</div><div>• Video/podcast producer</div></div>	<p>To become</p> <div><div>• Communications assistant</div><div>• Content marketing coordinator</div><div>• Digital marketing assistant/coordinator</div><div>• Influencer</div><div>• Social media coordinator</div></div>

<p>I want to learn</p> <p>The technical skills used to engage online audiences</p>	<p>I want to learn</p> <p>How to design and develop games from story creation to programming</p>	<p>I want to learn</p> <p>How to use all the tools of a modern journalist</p>
<p>Study</p> <p>Digital marketing</p> <p>To learn about</p> 	<p>Study</p> <p>Games and interactivity</p> <p>To learn about</p> 	<p>Study</p> <p>Journalism</p> <p>To learn about</p> 
<p>With a degree</p> <p>Bachelor of Media and Communication (Professional) With a major in digital advertising technology</p> <p>Bachelor of Media and Communication (Professional) With a major in digital advertising technology</p> <p><i>Pathway to a degree:</i> Diploma of Arts and Communication (UniLink)</p>	<p>With a degree</p> <p>Bachelor of Media and Communication (Professional) With a major in games and interactivity</p> <p>Bachelor of Games and Interactivity Bachelor of Media and Communication With a major in games and interactivity</p> <p><i>Pathway to a degree:</i> Diploma of Design (UniLink)</p>	<p>With a degree</p> <p>Bachelor of Media and Communication (Professional) With a major in journalism</p> <p>Bachelor of Media and Communication With a major in journalism</p> <p><i>Pathway to a degree:</i> Diploma of Arts and Communication (UniLink)</p>
<p>To become</p> <div><div>• Campaign director</div><div>• Media data analyst</div><div>• Digital content manager</div><div>• Search marketing specialist</div><div>• Digital marketing coordinator</div><div>• Social media officer</div></div>	<p>To become</p> <div><div>• Games developer</div><div>• Media content creator</div><div>• Video games developer</div></div>	<p>To become</p> <div><div>• Editor</div><div>• Journalist</div><div>• Radio producer</div><div>• Television presenter</div></div>
<p>With a diploma</p> <p>Diploma of Social Media Marketing (10904NAT)</p> <p>Diploma of Marketing and Communication (BSB50620)</p>	<p>With a diploma or certificate</p> <p>Certificate IV in Information Technology (Gaming Development) (ICT40120)</p> <p>Diploma of Information Technology (Game Art and Design) (ICT50220)</p>	<p>With a diploma or certificate</p> <p>Certificate IV in Screen and Media (CUA41215)</p> <p>Certificate IV in Professional Writing and Editing (CUA40118)</p> <p>Diploma of Professional Writing and Editing (CUA50118)</p>
<p>To become</p> <div><div>• Communications assistant</div><div>• Content marketing coordinator</div><div>• Digital media coordinator/assistant</div><div>• Public relations coordinator</div><div>• Social media assistant/coordinator</div></div>	<p>To become</p> <div><div>• Animator artist</div><div>• Multimedia developer</div><div>• Product designer and more</div></div>	<p>To become</p> <div><div>• Assistant editor</div><div>• Production assistant</div><div>• Radio producer</div><div>• Technical assistant</div><div>• YouTube content developer</div></div>

<p>I want to learn</p> <p>How media can be used to trigger social change</p>	<p>I want to learn</p> <p>To write and edit for a range of audiences and platforms</p>	<p>I want to learn</p> <p>How to influence and manage public perception of an organisation</p>
<p>Study</p> <p>Media industries</p> <p>To learn about</p> 	<p>Study</p> <p>Professional writing and editing</p> <p>To learn about</p> 	<p>Study</p> <p>Public relations</p> <p>To learn about</p> 
<p>With a degree</p> <p>Bachelor of Media and Communication (Professional) With a major in media industries</p> <p>Bachelor of Media and Communication With a major in media industries</p> <p><i>Pathway to a degree:</i> Diploma of Arts and Communication (UniLink)</p>	<p>With a degree</p> <p>Bachelor of Media and Communication (Professional) With a major in professional writing and editing</p> <p>Bachelor of Media and Communication With a major in professional writing and editing</p> <p><i>Pathway to a degree:</i> Diploma of Arts and Communication (UniLink)</p>	<p>With a degree</p> <p>Bachelor of Media and Communication (Professional) With a major in public relations</p> <p>Bachelor of Media and Communication With a major in public relations</p> <p><i>Pathway to a degree:</i> Diploma of Arts and Communication (UniLink)</p>
<p>To become</p> <div><div>• Advertising account specialist</div><div>• Communications coordinator</div><div>• Content developer</div><div>• Digital communications officer</div><div>• Media policy developer</div></div>	<p>To become</p> <div><div>• Copywriter</div><div>• Publisher</div><div>• Proofreader</div><div>• Writer</div></div>	<p>To become</p> <div><div>• Communications officer</div><div>• Crisis manager</div><div>• Fundraising and sponsorship coordinator</div><div>• Public relations officer</div></div>
<p>With a diploma</p> <p>Diploma of Marketing and Communication (BSB50620)</p>	<p>With a diploma or certificate</p> <p>Diploma of Professional Writing and Editing (CUA50118)</p> <p>Certificate IV in Professional Writing and Editing (CUA40118)</p>	<p>With a diploma</p> <p>Diploma of Social Media Marketing (10904NAT)</p> <p>Diploma of Marketing and Communication (BSB50620)</p>
<p>To become</p> <div><div>• Communications assistant</div><div>• Content marketing coordinator</div><div>• Digital media coordinator/assistant</div><div>• Public relations coordinator</div><div>• Social media assistant/coordinator</div></div>	<p>To become</p> <div><div>• Assistant editor</div><div>• Journalist</div><div>• Publisher</div><div>• Public relations officer</div><div>• Multimedia writing assistant</div><div>• Proofreader</div></div>	<p>To become</p> <div><div>• Communications assistant</div><div>• Content marketing coordinator</div><div>• Digital marketing assistant/coordinator</div><div>• Influencer</div><div>• Social media coordinator</div></div>

The information contained in this study guide was correct at the time of publication, November 2021. The university reserves the right to alter or amend the material contained in this guide. For the most up-to-date course information please visit our website.
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