



# 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.

and communication at Swinburne is for you. Our practical courses are shaped with industry. Get set to influence in any environment.

# 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

### I want to learn

How to create influential messages

## Study

Advertising

### To learn about



#### With a degree

Bachelor of Media and Communication (Professional) With a major in advertising

Bachelor of Media and Communication With a major in advertising

Pathway to a degree:

Diploma of Arts and Communication (UniLink)

#### To become

- Advertising
- Marketing and
- Brand strategist
- account executive sales professional Media planner

#### With a diploma

Diploma of Social Media Marketing (10904NAT)

Diploma of Marketing and Communication (BSB50620)

#### To become

- Communications assistant
- Content marketing coordinator
- Digital marketing assistant/coordinator Influencer
- · Social media coordinator

## I want to learn

Study

To learn about

With a degree

Storytelling

How to navigate today's screen industry

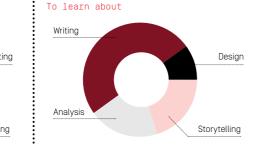
Cinema and screen studies

The art of

I want to learn

writing and critique

Creative writing and literature



Bachelor of (Arts Professional) With a major in screen studies and popular culture

Bachelor of Media and Communication (Professional) With a major in cinema and Screen Studies

Bachelor of Arts With a major in screen studies and popular culture

Bachelor of Media and Communication With a major in cinema and screen studies

· Film researcher

Screen publicist

Production

coordinator

Pathway to a degree:

To become

Broadcast

presenter

(CUA41215)

To become

· Film distribution

Media (CUA51015)

· Media manager

Sports journalist

Social media coordinator

Video/podcast producer

**Diploma of Arts and Communication** (UniLink)

With a diploma or certificate

Certificate IV in Screen and Media

Diploma in Screen and Media - Sports

#### With a degree

Bachelor of Arts (Professional) With a major in professional and creative writing

**Bachelor of Media and Communication** (Professional) With a major in creative writing and literature

**Bachelor of Arts** With a major in professional and creative writing

Bachelor of Media and Communication With a major in creative writing and literature

Pathway to a degree:

Diploma of Arts and Communication

#### To become Copywriter

- Publisher
- Novelist
- Content producer Screenwriter

With a diploma or certificate

Certificate IV in Professional Writing and Editing (CUA40118) Diploma of Professional Writing and

Editing (CUA50118)

#### To become

- Communications assistant
- Content marketing coordinator
- Digital marketing assistant/coordinator Influencer
- Social media coordinator



#### I want to learn

Digital marketing

To learn about

With a degree

(Professional)

Pathway to a degree:

To become

Campaign director

· Digital marketing

coordinator

With a diploma

(10904NAT)

(BSB50620)

To become

**Bachelor of Media and Communication** 

**Bachelor of Media and Communication** 

With a major in digital advertising technology

With a major in digital advertising technology

Diploma of Arts and Communication (UniLink)

· Digital content manager · Search marketing

Diploma of Marketing and Communication

Diploma of Social Media Marketing

Communications assistant

· Public relations coordinator

Content marketing coordinator

Digital media coordinator/assistant

Social media assistant/coordinator

Media data analyst

Social media officer

specialist

Study

The technical skills used to engage online audiences

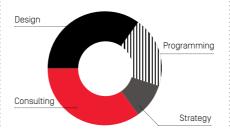
# How to design and develop games from story creation to programming

Games and interactivity

#### To learn about

Study

I want to learn



## With a degree

Bachelor of Media and Communication (Professional) With a major in games and interactivity

Bachelor of Games and Interactivity **Bachelor of Media and Communication** 

With a major in games and interactivity

Pathway to a degree: Diploma of Design (UniLink)

To become

To become

· Animator artist

Multimedia developer

Product designer and more

Games developer

Media content creator

· Video games developer

With a diploma or certificate

(Gaming Development) (ICT40120)

Diploma of Information Technology

(Game Art and Design) (ICT50220)

Certificate IV in Information Technology

### With a degree

I want to learn

Study

Journalism

To learn about

How to use all the tools

of a modern journalist

Bachelor of Media and Communication (Professional) With a major in journalism

Bachelor of Media and Communication With a major in journalism

Pathway to a degree:

Diploma of Arts and Communication

#### To become

- Editor lournalist
- Radio producer
- Television presenter

#### With a diploma or certificate Certificate IV in Screen and Media

(CUA41215) Certificate IV in Professional Writing and Editing (CUA40118) Diploma of Professional Writing and Editing (CUA50118)

#### To become

- Assistant editor
- Production assistant
- Radio producer
- Technical assistant
- YouTube content developer

#### I want to learn

Media industries

To learn about

Study

How media can be used to trigger social change

# I want to learn

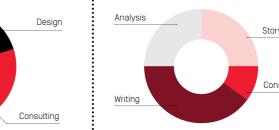
To write and edit for a range of audiences and platforms

# I want to learn

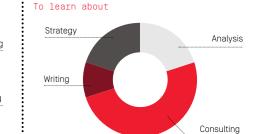
How to influence and manage public perception of an organisation

Professional writing and editing

#### To learn about



## Public relations



#### With a degree

**Bachelor of Media and Communication** (Professional) With a major in media industries

Bachelor of Media and Communication With a major in media industries

Pathway to a degree:

Diploma of Arts and Communication (UniLink)

#### With a degree

**Bachelor of Media and Communication** (Professional)

With a major in professional writing and editing Bachelor of Media and Communication With a major in professional writing and editing

Pathway to a degree:

**Diploma of Arts and Communication** (UniLink)

## With a degree

**Bachelor of Media and Communication** (Professional)

With a major in public relations Bachelor of Media and Communication

Communications officer
 Public relations

Pathway to a degree:

To become

· Crisis manager

With a diploma

(10904NAT)

(BSB50620)

To become

Fundraising and

sponsorship coordinator

Diploma of Arts and Communication (UniLink)

With a major in public relations

#### To become

- Advertising account specialist
  Media policy
- Communications coordinator developer
- Content developer
- · Digital communications officer

#### With a diploma

To become

Diploma of Marketing and Communication (BSB50620)

#### Diploma of Professional Writing and Editing (CUA50118)

Certificate IV in Professional Writing and

To become

Copywriter

Publisher

Writer

Proofreader

# Editing (CUA40118)

With a diploma or certificate

- Communications assistant
- Content marketing coordinator
- Digital media coordinator/assistant
- · Public relations coordinator
- · Social media assistant/coordinator

# To become

- · Assistant editor
- Journalist

· Proofreader

- Publisher
- Public relations officer
- Multimedia writing assistant
- Content marketing coordinator
- Digital marketing assistant/coordinator Influencer

Diploma of Social Media Marketing

**Diploma of Marketing and Communication** 

Communications assistant

- · Social media coordinator

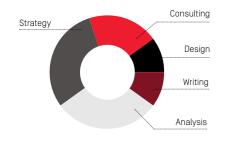
#### I want to learn

About driving interaction using social media platforms

#### Study

Social media

#### To learn about



#### With a degree

#### **Bachelor of Media and Communication** (Professional)

With a major in social media

#### Bachelor of Media and Communication With a major in social media

Pathway to a degree:

Diploma of Arts and Communication (UniLink)

#### To become

- Digital advertising specialist
  Social media officer
- · Digital marketer
- Social media
- · Social media manager
- producer

#### With a diploma

Diploma of Social Media Marketing (10904NAT)

#### To become

- Communications assistant
- Content marketing coordinator
- · Digital marketing assistant/coordinator
- Influencer
- · Social media coordinator

# Your next gen\_now upgrades

### Guaranteed real industry experience

At Swinburne, your education is more than reading; with our Work Integrated Learning program, it's doing. Start building your résumé with placements, internships and industry-linked projects while you study. Real industry experience is guaranteed in all our bachelor degrees that commence in 2021 and beyond. Visit swinburne.edu.au/workintegratedlearning

## Professional Degrees

More than a standard bachelor degree, a Professional Degree is a premium university experience you'll graduate from having completed a 12-month full-time work placement. Not only will you apply your knowledge in the workplace, you'll be paid award rates and receive academic credit.

### Double degrees

Double degrees are a great way to broaden your study experience and are highly respected by employers. Generally, they only add one extra year to a standard degree – so you could get six years' worth of study in four!

Double degrees include:

- Bachelor of Media and Communication/Bachelor of Business
- · Bachelor of Design/Bachelor of Media and Communication
- Bachelor of Health Science/Bachelor of Media and Communication.
- Bachelor of Laws/Bachelor of Media and Communication.

#### Pathways to a degree

Not sure if jumping straight into a degree is for you? Or worried about not getting the ATAR you need? Generally equivalent to eight units of study (usually one year full-time), UniLink diplomas offer a more supportive style of learning and can provide a pathway to the second year of a related bachelor degree.

#### Certificates and diplomas

Certificates and diplomas are vocational qualifications that provide practical teaching and skills for work. Successful completion of a vocational qualification may help you to prepare for work, or progress to another qualification with advanced standing.

#### **Scholarships**

The Vice-Chancellor's Excellence Scholarship is awarded to students in recognition of academic excellence. Recipients will receive \$5000 per annum for the normal duration of their chosen degree, plus a one-off payment of \$2000 towards an international study experience.

Swinburne also offers scholarships to students from indigenous backgrounds, students suffering from financial hardship and students who have relocated from regional areas to study. For a full list of scholarships, including value and eligibility criteria, visit swinburne.edu.au/scholarships



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# Why study media and communication with us?

The digital age has rapidly transformed the way we communicate, making it an exciting time to begin a media career. Our media and communication courses will take you on an exploration of social media, news, advertising, and the evolution of media, examining the power of words and images and how they shape the way we think. Combining theory with hands-on experience, you'll open doors to a career in advertising, journalism, art direction, digital media, production and more. As for Swinburne itself? See why we're such a great choice.

#1

VIC

**TOP** 

200

88%

# student satisfaction with teaching quality in media and communications\*\*\*

Graduate starting salary

The median starting salary for our

grads is equal highest in the state\*

in the world, in the subject of

Communication and Media Studies



Glenferrie Station is right on Hawthorn campus and just a 10 minute train ride from the city centre



## Australia's first Adobe Creative Campus So, digitally literate you can become

highly hireable you

\*QILT: Graduate Outcomes Survey 2017-2019 \*\*QS World University Rankings by Subject, 2019

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. CRICOS 00111D RTO 3059 TEQSA PRV12148 Australian University FBL0001\_2111