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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.



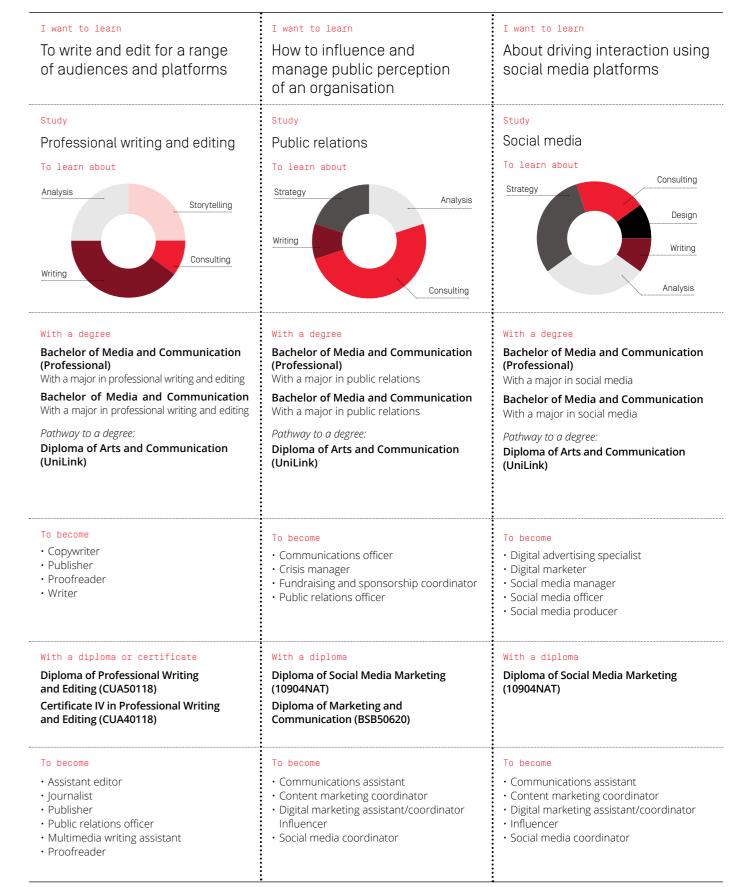


I want to learn How to create influential messages	I want to learn How to navigate today's screen industry	I want to learn The art of writing and critique
Study Advertising To learn about Consulting Storytelling Design Analysis	Study Cinema and screen studies To learn about Storytelling Analysis Writing	Study Creative writing and literature To learn about Writing Design Analysis Storytelling
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)	 With a degree 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 Pathway to a degree: Diploma of Arts and Communication (UniLink) 	 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 (UniLink)
 To become Advertising account executive Brand strategist Marketing and sales professional Marketing and sales professional Media planner Media planner 	To become • Broadcast presenter • Film distribution coordinator • Film researcher • Production coordinator • Screen publicist	To become • Copywriter • Content producer • Novelist • Publisher • Screenwriter
With a diploma Diploma of Social Media Marketing (10904NAT) Diploma of Marketing and Communication (BSB50620)	With a diploma or certificate Certificate IV in Screen and Media (CUA41220) Diploma in Screen and Media – Sports Media (CUA51020)	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 	To become • Media manager • Sports journalist • Social media coordinator • Video/podcast producer	To become • Communications assistant • Content marketing coordinator • Digital marketing assistant/coordinator Influencer • Social media coordinator

I want to learn	I want to learn	I want to learn
The technical skills used to	How to use all the tools	How media can be used
engage online audiences	of a modern journalist	to trigger social change
Study	Study	Study
Digital marketing	Journalism	Media industries
To learn about	To learn about	To learn about
Consulting Design Analysis Programming	Writing Analysis Storytelling Consulting	Strategy Design Analysis Consulting
With a degree Bachelor of Media and Communication (Professional) With a major in digital advertising technology	With a degree Bachelor of Media and Communication (Professional) With a major in journalism	With a degree Bachelor of Media and Communication (Professional) With a major in media industries
Bachelor of Media and Communication	Bachelor of Media and Communication	Bachelor of Media and
With a major in digital advertising technology	With a major in journalism	Communication With a major in media industries
Pathway to a degree: Diploma of Arts and Communication (UniLink)	Pathway to a degree: Diploma of Arts and Communication (UniLink)	Pathway to a degree: Diploma of Arts and Communication (UniLink)
To become	To become	To become
• Campaign director	• Editor	Advertising account specialist
 Digital content manager Digital marketing coordinator Media data analyst Search marketing specialist Social media officer 	 Journalist Radio producer Television presenter 	 Communications coordinator Content developer Digital communications officer Media policy developer
With a diploma	With a diploma or certificate	With a diploma
Diploma of Social Media Marketing (10904NAT)	Certificate IV in Screen and Media (CUA41220)	Diploma of Marketing and Communication (BSB50620)
Diploma of Marketing and Communication (BSB50620)	Certificate IV in Professional Writing and Editing (CUA40118) Diploma of Professional Writing and Editing (CUA50118)	
To become	To become	To become
 Communications assistant Content marketing coordinator 	 Assistant editor Production assistant 	 Communications assistant Content marketing coordinator
Digital media coordinator/assistant	Radio producer	Digital media coordinator/assistant
 Public relations coordinator 	 Technical assistant YouTube content developer 	 Public relations coordinator Social media assistant/coordinator



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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

UniLink diplomas

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.

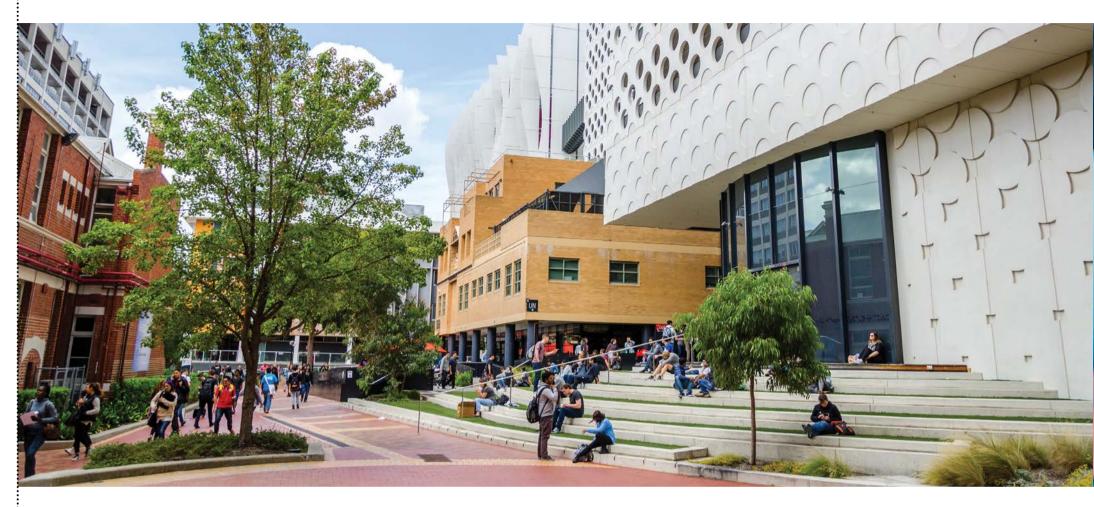
Certificates and diplomas

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**





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.

*QS University World Rankings 2023 ***ARWU Global Rankings by Subject 2022

The information contained in this study guide was correct at the time of publication, August 2022. 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 FBL0003_2208

top 1%	Swinburne is ranked in the top 1% of universities world-wide.*
TOP 240	in the world, in the subject of communication and Media Studies* QS World University Rankings by Subject 2022 ^{**}
	Glenferrie Station is right on Hawthorn campus and just a 10 minute train ride from the city centre
Adobe	Australia's first Adobe Creative Campus So, digitally literate you can become highly hireable you