



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> <ul style="list-style-type: none"> Advertising account executive Brand strategist Marketing and sales professional Marketing and sales professional Media planner 	<p>To become</p> <ul style="list-style-type: none"> Broadcast presenter Film distribution coordinator Film researcher Production coordinator Screen publicist 	<p>To become</p> <ul style="list-style-type: none"> Copywriter Content producer Novelist Publisher Screenwriter
<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 (CUA41220)</p> <p>Diploma in Screen and Media – Sports Media (CUA51020)</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> <ul style="list-style-type: none"> Communications assistant Content marketing coordinator Digital marketing assistant/coordinator Influencer Social media coordinator 	<p>To become</p> <ul style="list-style-type: none"> Media manager Sports journalist Social media coordinator Video/podcast producer 	<p>To become</p> <ul style="list-style-type: none"> Communications assistant Content marketing coordinator Digital marketing assistant/coordinator Influencer Social media coordinator

<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 use all the tools of a modern journalist</p>	<p>I want to learn</p> <p>How media can be used to trigger social change</p>
<p>Study</p> <p>Digital marketing</p> <p>To learn about</p>	<p>Study</p> <p>Journalism</p> <p>To learn about</p>	<p>Study</p> <p>Media industries</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 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 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>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>To become</p> <ul style="list-style-type: none"> Campaign director Digital content manager Digital marketing coordinator Media data analyst Search marketing specialist Social media officer 	<p>To become</p> <ul style="list-style-type: none"> Editor Journalist Radio producer Television presenter 	<p>To become</p> <ul style="list-style-type: none"> Advertising account specialist Communications coordinator Content developer Digital communications officer Media policy developer
<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 (CUA41220)</p> <p>Certificate IV in Professional Writing and Editing (CUA40118)</p> <p>Diploma of Professional Writing and Editing (CUA50118)</p>	<p>With a diploma</p> <p>Diploma of Marketing and Communication (BSB50620)</p>
<p>To become</p> <ul style="list-style-type: none"> Communications assistant Content marketing coordinator Digital media coordinator/assistant Public relations coordinator Social media assistant/coordinator 	<p>To become</p> <ul style="list-style-type: none"> Assistant editor Production assistant Radio producer Technical assistant YouTube content developer 	<p>To become</p> <ul style="list-style-type: none"> Communications assistant Content marketing coordinator Digital media coordinator/assistant Public relations coordinator Social media assistant/coordinator

<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>I want to learn</p> <p>About driving interaction using social media platforms</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>Study</p> <p>Social media</p> <p>To learn about</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>With a degree</p> <p>Bachelor of Media and Communication (Professional) With a major in social media</p> <p>Bachelor of Media and Communication With a major in social media</p> <p><i>Pathway to a degree:</i> Diploma of Arts and Communication (UniLink)</p>
<p>To become</p> <ul style="list-style-type: none"> Copywriter Publisher Proofreader Writer 	<p>To become</p> <ul style="list-style-type: none"> Communications officer Crisis manager Fundraising and sponsorship coordinator Public relations officer 	<p>To become</p> <ul style="list-style-type: none"> Digital advertising specialist Digital marketer Social media manager Social media officer Social media producer
<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>With a diploma</p> <p>Diploma of Social Media Marketing (10904NAT)</p>
<p>To become</p> <ul style="list-style-type: none"> Assistant editor Journalist Publisher Digital marketing assistant/coordinator Public relations officer Multimedia writing assistant Proofreader 	<p>To become</p> <ul style="list-style-type: none"> Communications assistant Content marketing coordinator Digital marketing assistant/coordinator Influencer Social media coordinator 	<p>To become</p> <ul style="list-style-type: none"> 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

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.
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**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



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