

Communication and Media

Break the news, create the narrative and shape the way we communicate.



Whether you aspire to deliver stories from a news desk or craft large social campaigns, the connections and experiences you will gain will be invaluable to your career.

Our Journalism, Corporate and Public Communication, Sports Media and Marketing Communication specialisations are guided by highly qualified teachers, industry experts and partners who want to see you succeed.

CAREER OPPORTUNITIES

Journalist, communications manager, media advisor, publicist, social media manager, sports broadcaster.

FACILITIES

MEDIA RESOURCE CENTRE (MRC)

The MRC provides professional gear for all in-studio and on-location projects, including cameras, lighting equipment, movement rigs, audio recording and mixing equipment. In addition, the Centre maintains a collection of cutting-edge tools for digital media production in fields such as motion capture, virtual and augmented reality.

UCFM

UCFM is Canberra's university station supported by the Faculty of Arts and Design; run by students for the Canberra community. Tune into your favorite local station ucfm.com.au. Packed with the latest tunes, music reviews, live broadcasts and chats with the UC community.

UCFM gives our students another way to learn real world skills in media and journalism that they can take into the workforce. When you tune in, you'll be hearing from real students who in a few years' time might be the next big thing on radio.





Communication and Media



BACHELOR OF COMMUNICATION AND MEDIA (CORPORATE AND PUBLIC COMMUNICATION)

Corporate organisations, not-for-profits, politicians, activist groups, and even celebrities and influencers need to communicate and engage audiences. At UC you'll learn how to develop communication strategies, build relationships with stakeholders, manage social media campaigns and design content for all types of media.

Career Paths

- Public Relations Executive
- Communications Officer
- Social Media Manager
- Media Advisor
- Marketing Coordinator
- Content Writer
- Stakeholder Engagement Advisor

BACHELOR OF COMMUNICATION AND MEDIA (JOURNALISM)

At the centre of national events in Canberra, you'll be exposed to unique opportunities preparing you for an exciting career ahead. Learn how to tell true, accurate and intriguing stories about the world and produce engaging quality journalism in a multi-platform media environment.

Career Paths

- Journalist
- Podcaster
- Digital Producer
- Social Media Writer
- Multiplatform Content Creator
- Media Adviser
- Freelance Communicator

BACHELOR OF COMMUNICATION AND MEDIA (MARKETING COMMUNICATION)

In this professionally accredited degree, informed by industry leaders, you'll gain knowledge on cross-platform digital communication, brand management, advertising, marketing and media. You'll also learn on how to think creatively and communicate effectively – skills which will open doors to many different career options.

Career Paths

- Brand Manager
- Marketing Analyst
- Social Media Coordinator
- Media Planner
- Digital Advertising Specialist
- Advertising Account Executive

BACHELOR OF COMMUNICATION AND MEDIA (SPORTS MEDIA)

Combine your passion for sport with your interest in writing and telling stories. In this degree you will learn how to report on sporting matches, interview elite athletes, produce your own podcast and TV sports shows, and publish stories on websites and social media accounts.

Career Paths

- Sports Journalist
- Sports Broadcaster and Presenter
- Digital Content Producer
- Video Journalist / Producer
- Media and Communications Officer
- Social Media Producer



GET IN TOUCH

Scan here to find out more about Communication and Media at UC
canberra.edu.au/future-students/study-at-uc/study-areas/communication-and-media

