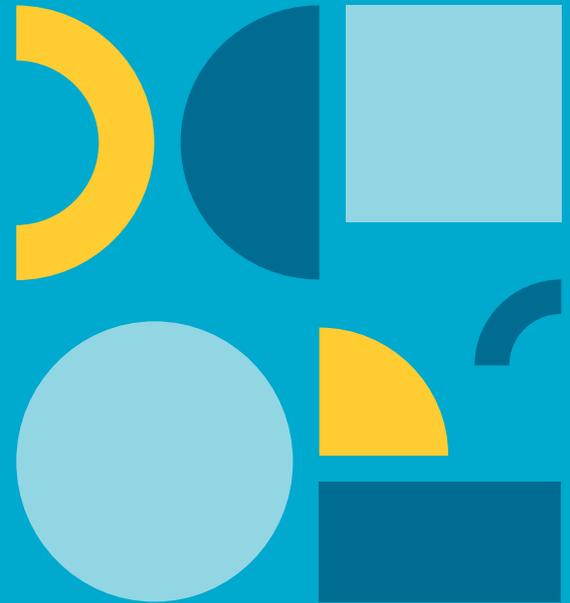




Bachelor of
**COMMUNICATION
AND MEDIA**



Shape your future.

“ Communicate in an engaging, relevant and memorable manner and lead the charge in a changing communications and media landscape. ”



In a world of oversaturation, you need to know how to make your words count. Studying a communication and media degree at UC will ensure that upon graduation you'll be an experienced, skilled and connected professional holding an internationally respected degree. Our courses are informed by industry leaders so that what you learn today is up to date in a dynamic and rapidly changing industry.

WHY CHOOSE UC?

#1 IN THE ACT

UC is ranked number one in the ACT for full-time graduate employment in Communications*

GAIN PRACTICAL EXPERIENCE

Benefit from Work Integrated Learning (WIL) opportunities where you'll connect with industry leaders, gain practical experience and build professional connections to succeed in your chosen field.

CREATE YOUR DEGREE

Our breadth in elective options empower you to pursue your interests and expand your career prospects.

STATE OF THE ART FACILITIES

Graduate with the practical skills needed for success with our purpose-built production and sound studios and access to industry standard camera equipment and editing software.

*Good Universities Guide, 2022

OUR COMMUNICATION & MEDIA SPECIALISATIONS



CORPORATE AND PUBLIC COMMUNICATION

Make your words matter

Become a critically aware, ethically responsible and multi-skilled professional and thrive in the interlinked industries of public relations, public affairs and corporate communications.

You'll be equipped with a basic understanding of graphic design, multimedia production and the ability to create communication strategies that support a program or issue. You'll learn how to effectively execute a campaign and be able to confidently analyse and report on the results.

Be involved in a variety of projects which will lead to an impressive portfolio of work demonstrating your creativity, problem solving and communication skills.



WHAT YOU WILL STUDY

- Corporate and Public Communications
- Strategic Communication
- Digital Engagement
- Shaping Public Opinion
- Engaging Audiences
- Managing Brands

COMPLEMENTARY MAJORS

- Breadth Major in Journalism (BM0032)
- Breadth Major in Marketing Communication (BM0033)
- Breadth Major in Creative Writing (BM0027)
- Breadth Major in Global Studies (BM0028)

CAREER OPPORTUNITIES

- Public Relations Executive
- Marketing Manager
- Corporate Communications Manager
- Media Adviser
- Communication Strategist
- Publicist

“The best part about studying public relations at UC was the practical skills I gained through hands-on experiences and work integrated learning. From this, I was able to gain employment in the industry while finishing my degree.”

- KIRRILY TURNER



Duration
3 years



Delivery mode
On-campus



Portfolio Entry
Available

ARB101



MARKETING COMMUNICATION

Lead the charge in an ever-evolving industry

In a rapidly, evolving industry, you'll gain knowledge on strategic brand development, media engagement, advertising and cross-platform digital communication to ensure you hit the ground running.

Be involved in the production of professional marketing communication plans that address industry requirements, standards and global best practice. Your professional judgment will assist in developing and adapting existing communication theories to aid your clients in effectively marketing their products.

With endless opportunities to work across the globe, your studies at UC will prepare you to best sell your marketing ideas to corporations and individuals.



WHAT YOU WILL STUDY

- Managing Brands
- Media Analysis
- Visual Representation
- Marketing Communication
- Stakeholder Engagement
- Global Brand Communication

COMPLEMENTARY MAJORS

- Breadth Major in Visual Communication Design (BM0024)
- Breadth Major in Corporate and Public Communication (BM0031)
- Breadth Major in Creative Writing (BM0027)
- Breadth Major in Digital Design (BM0020)

CAREER OPPORTUNITIES

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

“When I began my UC degree, I was still forming a view of the career path I would take. After completing it, I felt like I was equipped with the confidence, skills and knowledge to begin my career in the marketing industry.”

- Phil Trenbath



Duration
3 years



Delivery mode
On-campus



Portfolio Entry
Available

ARB103



JOURNALISM

Future-proof your journalism career

By studying journalism at UC, you'll be an expert in storytelling and creating accurate and intriguing stories about our world. You'll be exposed to unrivalled opportunities due to Canberra's unique location preparing you for an exciting future ahead.

Be exposed to hands on opportunities where you will interview and craft balanced multi-platform pieces that tackle key issues and inform the public.

Be equipped with basic digital editing skills to piece together your own stories and acquire an understanding of video and sound recording equipment.



WHAT YOU WILL STUDY

- Street Stories
- Journalism Now and Next
- Video Live
- Engaging Audiences
- Newsfeed
- Data Journalism

COMPLEMENTARY MAJORS

- Breadth Major in Marketing Communication (BM0033)
- Breadth Major in Corporate and Public Communication (BM0031)
- Breadth Major in Creative Writing (BM0027)
- Breadth Major in Film Production (BM0029)

CAREER OPPORTUNITIES

- Journalist
- Editor
- Social Entrepreneur
- Producer
- Media Adviser
- Digital Campaigner



Duration
3 years



Delivery mode
On-campus



Portfolio Entry
Available

ARB102

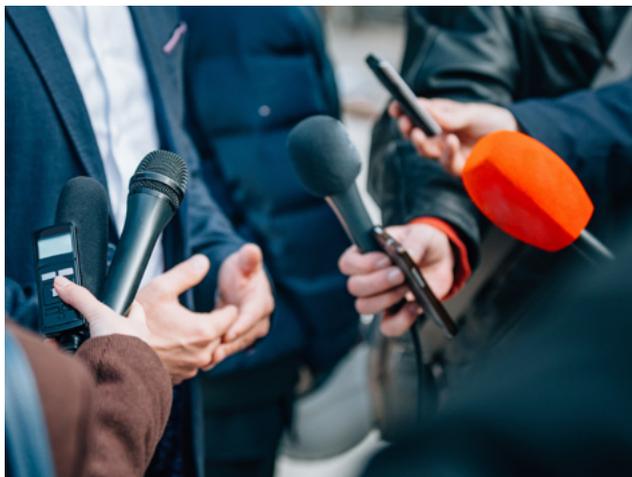
SPORTS MEDIA

Give your media dreams a sporting chance

Combine your knowledge and interest in sports with your curiosity and flair for storytelling. You will gain the experience and knowledge to meet the challenges of the ever-changing media industry.

Learn how to research, produce and present sports stories across multiple traditional and social media platforms. With a strong journalism component embedded within the degree, you'll be equipped with the research and interviewing skills to report stories that happen on and off the sporting field. Our sports media-related units have a strong focus on practical learning enabling you to produce works of journalism and sports content throughout your studies.

With strong links with media and sporting organisations you'll gain 'real world' professional experience and be ready to embark on a career in sports journalism. You will also be well-prepared for a career as a digital media producer, a role highly sought after by local, national and international sporting organisations.



WHAT YOU WILL STUDY

- Sports Reporting
- Sports Broadcasting
- Feature and Specialist Writing
- Video Live
- Data Journalism
- Newsfeed

COMPLEMENTARY MAJORS

- Breadth Major in Corporate and Public Communication (BM0031)
- Breadth Major in Marketing Communication (BM0033)
- Breadth Major in Creative Writing (BM0027)
- Breadth Major in Film Production (BM0029)

CAREER OPPORTUNITIES

- Sports Journalist
- Sports Broadcaster and Presenter
- Digital Media Producer
- Media Manager
- Online Sports Producer



Duration
3 years



Delivery mode
On-campus



Portfolio Entry
Available

ARB104

“

It was at UC that I found my passion for written and visual storytelling and I'm excited to see where my career takes me next.

”

ALKIRA REINFRANK

UC Alumna

UC Communication and Media

'All I knew at the beginning of my degree was that I wanted to be a storyteller. The medium for me didn't really matter, which is why I studied production and journalism.

During my time at UC, I accepted every opportunity that came my way. I was fortunate enough to win the Peter Leonard Scholarship for broadcast journalism, which included a period of work with WIN News, where I was able to gain vital hands-on industry experience. Taking part in three overseas exchange programs and an internship equipped me with the practical skills needed to launch my career.

Studying abroad at UC gave me the confidence and contacts to uproot my life and move overseas. I think the exchange program is one of the most important things you can do while at university. It opens your eyes to the world and the people in it.

My current role sees me working from Hong Kong for the South China Morning Post as a Production Editor specialising in multi-platform storytelling and digital production for long-form stories. Through this role, I've had the opportunity to report on Hong Kong's most powerful typhoon, Typhoon Mangkhut, and the protests against the extradition bill, leading the South China Morning Post's international media coverage.

My time at UC was crucial to where I am today. It was at UC that I found my passion for written and visual storytelling and I'm excited to see where my career takes me next.'





READY TO APPLY?

DOMESTIC STUDENTS

Current Year 12 students should apply through their relevant state University Admissions Centre:

All states (except Queensland)

Apply through Universities Admissions Centre (UAC)
www.uac.edu.au

Queensland only

Apply through Queensland Tertiary Admissions Centre (QTAC)
www.qtac.edu.au

NON-SCHOOL LEAVER AND INTERNATIONAL STUDENTS

Apply direct at
www.canberra.edu.au/apply-now

CURIIOUS?

Search for **Communication and Media** at canberra.edu.au/courses to find out more about course details and study options.



1800 UNI CAN (1800 864 226)

study@canberra.edu.au

University of Canberra
Canberra ACT 2617 Australia

 [/universityofcanberra](https://www.facebook.com/universityofcanberra)

 [@unicanberra](https://twitter.com/unicanberra)

 [@universityofcanberra](https://www.instagram.com/universityofcanberra)

#WeAreUC

#UCArtsDesign

#UCDesign

#UniCBR

@UC_ArtsDesign

www.canberra.edu.au/future-students/study-at-uc