

What can I do with a Degree in Life and Social Science?



Bachelor of Arts (N0515) (*Before 2010, N055)

Bachelor of Arts (Honours) (N052)

Bachelor of Arts (Media and Communications) (N0515MCO)

2011

Please note: the information contained in this document was current as of January 2011. Refer to www.swinburne.edu.au/courses/ for the most current updates.

For entry and admission requirements, go to the Swinburne website <http://courses.swinburne.edu.au/courses>

What can I do with this degree?

Media Studies students gain employment directly in media industries as well as in media related work. Media Studies is a vital prerequisite for careers in print journalism, radio, television, film distribution and public relations. Positions are increasingly emerging in the exciting telecommunications industry, with telecommunications carriers, suppliers, resellers and service providers. Some specialized opportunities also exist in broadcasting and communications research.

Graduates may be employed as

- Account Manager
- Advertising Coordinator
- ADSL Consultant
- Art Director
- Communications Officer/Consultant
- Graphic/Web Designer
- Marketing and Communications Assistant
- Media Advisor
- Media Liaison Officer
- Media Marketing Officer
- Media Officer/Assistant
- Media Consultant
- Media Coordinator
- Production Manager
- Project Coordinator
- Promotions Assistant
- Promotions or Event Coordinator
- Public Relations Coordinator
- Strategic Planner
- Web/New Media Designer

Examples of where you may find employment

- Advertising
- Marketing
- Media
- Journalism
- Public Relations
- Publishing and writing

What industry sectors do Arts graduates work in?

Private	57.0%
Government	17.4%
Education	9.5%
Other	14.1%
Health	2.1%

Source: <http://svc095.wic026v.server-web.com/gradsonline/>

The skills and attributes required by Bachelor of Arts (Media & Communications) graduates

- Ability to critically and theoretically analyse digital media processes and products.
- Responsiveness to technological and industrial change.
- Capability in applying research and reflection in the process of producing innovative media products.
- Ability to develop effective communication strategies using a variety of communicative forms and literacies.
- Competencies in working collaboratively and creatively in project management and problem solving.

- Effective membership and an understanding of the importance of networking within professional environments
- Development of an ongoing critical awareness of their own learning needs and the application of appropriate technologies.

Swinburne Graduate Attributes

- Capable in their chosen professional, vocational or study areas
- Entrepreneurial in contributing to innovation and development within their business, workplace or community
- Effective and ethical in work and community situations
- Adaptable and able to manage change
- Aware of local and international environments in which they will be contributing (eg socio-cultural, economic, natural)

What do Arts graduates do after finishing their courses?

Working	75.9%
Searching	24.9%
Studying	30.2%

Please note: These figures include combinations of activities i.e. graduates who are searching for employment while also undertaking postgraduate studies.

Source: <http://svc095.wic026v.server-web.com/gradsonline/>

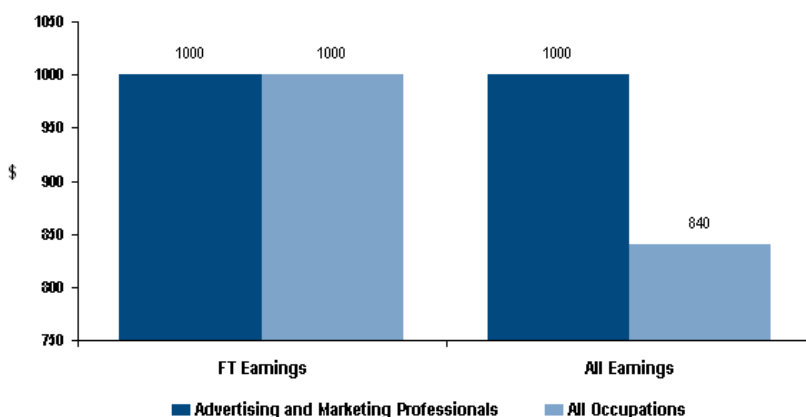
Job Prospects for Media and Communication Graduates will depend on the majors that they have completed. For specific information regarding employment prospects for alternate roles within this occupational field please see <http://jobsearch.gov.au/Careers>

Job Prospects for Advertising and Marketing Professionals

- Job prospects for Advertising and Marketing Professionals are good.
- Employment for Advertising and Marketing Professionals to 2014-15 is expected to grow very strongly. Employment in this very large occupation (53 600 in November 2009) rose strongly in the past five years, and rose very strongly in the long-term (ten years).

Source: Australian Government job search <http://joboutlook.gov.au>

Advertising and Marketing Professionals Weekly Earnings (full time and before tax)



The graph shows weekly earnings both total and full-time before tax. These figures are indicative and cannot be used to determine a particular wage rate.

Source: ABS EEBTUM survey August 2009 cat. no. 6310.0.

Source: Australian Government job search <http://joboutlook.gov.au/>

Some employers who have employed Swinburne Bachelor of Science and/ or Bachelor of Arts (Media & Communications) students

Amcor Pty Ltd
www.amcor.com/

Melbourne Books
www.melbournebooks.com.au/mbooks/

Peninsula Health
www.peninsulahealth.org.au/

Country Fire Authority

Melbourne Health

St Vincents

www.cfa.vic.gov.au/

www.mh.org.au/

www.svhm.org.au

Essential Media Communications
www.essentialmedia.com.au/

Murdoch Children's Research Institute
www.mcri.edu.au/

Swinburne University
www.swin.edu.au

Herald and Weekly Times Ltd
www.weeklytimesnow.com.au

Potential Employers

Careers & Employment have put together a list of potential employers
www.swinburne.edu.au/corporate/careers/employers_by_occupation.html

You can also refer to Graduate Careers Australia's publication Graduate Opportunities
www.graduateopportunities.com/

General Recruitment Agencies:

Swinburne Careers and Employment Recruitment Service

www.swinburne.edu.au/careers
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Specialist Recruitment Agencies

Aquent
www.aquent.com.au

Atomic Recruitment Melbourne
www.atomicrecruitment.com.au

Brazil
www.brazil.net.au

CSP Apple
www.cspapple.com

Everjoy Consulting
www.everjoy.com.au

FBI Consulting
www.fbirecruitment.com

Furst Media
www.furstmedia.com.au

Wellington's Recruitment Pty Ltd
www.wellingtons.net.au

Sandy Oldham Consulting
www.soldham.com

Searchforce Media
www.searchforcemedia.com.au

Tenth House
www.tenthhouse.com.au

Wallage Recruitment
www.wallage.com.au

General employment sites

- www.careerone.com.au
- www.graduateopportunities.com
- www.jobsearch.com.au
- www.jobsearch.gov.au/joboutlook
- www.mycareer.com.au
- www.myfuture.edu.au
- www.seek.com.au
- www.unigrad.com.au

Professional Associations

Professional associations may conduct conferences, seminars, presentations and social functions to help members keep abreast of current practices and for networking purposes. For students, these events can be an excellent source of contacts and relevant information. Membership is usually open to students at a reduced rate.

- Academy of Interactive Entertainment
www.aie.act.edu.au
- Advertising Federation of Australia
www.afa.org.au
- Australian Computer Society
www.acs.org.au
- Australian Graphic Design Association
www.agda.com.au
- Australian Interactive Media Industry Association
www.aimia.com.au
- Australian Marketing Institute
www.ami.org.au
- Australian Publishers Association
www.publishers.asn.au
- Media Entertainment and Arts Alliance
www.alliance.org.au
- Media Federation of Australia
www.mediafederation.org.au
- Public Relations Institute of Australia
www.pria.com.au

Postgraduate study options:

A range of postgraduate programs for Media and Communication students are offered at Swinburne University. Programs are offered as a nested suite, offering students that opportunity to exit at the graduate certificate, graduate diploma or master stage.

Graduate Certificate of Arts (Media and Communication) (N0717)

Graduate Diploma of Arts (Media and Communication) (N0817)

Master of Arts (Media and Communication) (N0917)

Career Opportunities: Graduates will gain a broad range of writing and production skills valued in many sectors of the print, broadcasting and electronic media, such as radio production, journalism and information technology. Graduates will be equipped with the kind of digital technology skills likely to be sought by a wide array of employers in the digital content industries. Graduates are also equipped with skills in content and project management and a range of generic skills that qualify them to actively contribute to the changing nature of work and vocational training in relation to the impact of media.

A full listing of all postgraduate courses offered by Swinburne is available at:

<http://www.swinburne.edu.au/postgrad/courses/>

What help does Swinburne Careers and Employment offer?

Career Services

- Daily Resume & Cover Letter Checks
- Daily Interview Practice
- Career Seminars / Workshops for Students
- Careers in the Curriculum (CIC) – Higher Education Students
- Student Recruitment Service (Final Year Students)
- Career Counselling

Career Resources

- Career Resource Library
- Job Search Handouts
- Interactive Career Planning

SwinEmploy Employment Service

- All job advertisements for graduate placements, casual, vacation, part-time and full-time employment
- Links to employer websites
- Enables students to book online for events such as workshops, employer information sessions and interviews
- Access to Going Global (over 10,000 job vacancies listed across Europe, Asia-Pacific, UK and US. Global key employer directories, work permits & visa regulations, country-specific cultural & interviewing advice & more)

Download Careers and Employment job search handouts from SwinEmploy, including:

- Addressing Selection Criteria
- Assessment Centres
- Cover Letters or Letters of Application
- Curriculum Vitae or Resume
- Employer Expectations of Graduates
- Interviews - How to Plan, Prepare and Perform
- Informational Interviewing
- Job Hunting
- Networking: What Is It and How Do You Do It?
- Online Applications
- Psychometric Tests
- Skills and Attributes
- Thinking About Changing Your Course?
- Tips for facing the work environment and your first professional job

The material in this document has been produced from the Graduate Destinations Survey, Swinburne University and Graduate Careers Council of Australia material, Graduate Opportunities, Australian Job Search, The Job Guide, Professional Associations and Careers and Employment's own research.

Careers & Employment
Swinburne University
Level 2, George Swinburne Building
Wakefield Street, Hawthorn VIC
Tel: 9214 5360
Email: careers@swin.edu.au
www.swinburne.edu.au/careers

Taken from www.alljobs.com.au (2011)



Media and Advertising Coordinators

- High Profile Media Company
- Dynamic environment
- Career advancement opportunities
- Rewards
- Your own accounts
- Fun (ky) culture

My client's are seeking motivated account coordinators with a passion for media to work on high profile media campaigns. Ideally you would have had some industry experience.

Your relevant skills and study (BA in Communications or Business) will eventually lead to the business development and marketing of the company's media and advertising revenue streams.

You will be required to:

- Assist Agency Executives with media/advertising briefs
- Develop relationships with key clients
- Work with cross-functional teams
- Assistance in compiling and distributing sales and marketing collateral such as presentations, buying guides, newsletters, marketing updates

You will have:

- A passion for media and advertising
- An ability to multi-task with great attention to detail
- Able to prioritise and work efficiently
- Excellent Excel, and PowerPoint skills

If you have a passion for a fast paced media sales role and wish to work for a Media industry leader, then please apply using the links.

If you do not hear from us within five working days your application has been unsuccessful on this occasion.

Only candidates with Australian and New Zealand permanent work visas will be considered.

GRADUATE MEDIA SALES EXECUTIVE

- **Build on your communication and relationship building skills**
- **Completed degree is essential**
- **Great CBD location**

This marketing and media company is passionately committed to the ongoing delivery of state-of-the-art, innovative sports signage solutions for their clients through our unparalleled resources of knowledge, experience and expertise.

Our client is one of the world's leading integrated, sports and events signage companies. They provide tailored, turnkey solutions in the national sports media arena encompassing design through to production.

This company is looking for an enthusiastic graduate to join their team as a Sales Executive.

The aim is for the Sales Executive to develop strategic long term relationships with new and existing clients for their products through both direct and agency approaches.

- ? Proactively generate new business
- ? Develop and maintain successful existing business relationships.
- ? Develop rapport with key accounts

Responsibilities:

- Proactively sell to defined client list through both face-to-face and telephone pitches
- Keep accurate records of all transactions
- Source leads and identify other opportunities
- Report on individual activity and communicate market trends and updates
- Proactively and reactively manage clients and agencies
- Act as team member
- Build valued relationships with clients.

Ensure in-depth understanding of current advertising activity;
Be informed on relevant industry issues.

The right person for the role will be:

- Ability to develop new business and work collaboratively as part of the greater sales team
- Internal communications
- Management of some key accounts
- Proven ability to develop relationships at multiple levels and multiple departments through establishing trust and reliability
- Industry and competitive knowledge
- Motivated and sales-hungry
- Confident in speaking
- A keen curiosity and understanding of advertising industry and client needs
- Well-presented
- Technically proficient in Microsoft Office suite
- Excellent interpersonal and presentation skills
- Strong verbal and written communication skills
- Proven ability to build rapport successfully with a range of people.

If you think you are the right person for this role, apply immediate to ProGrad.

