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 have a burning desire to be a key player in the world of media and communication? Are you passionate about changing the way people perceive and interact with content? Or do you want to create entirely new worlds through games and storytelling?

With a degree in Social Media Marketing (Professional), you’ll learn how to navigate today’s screen industry. Gain hands-on experience with digital marketing, social media, and content creation. Be ready to influence the way people think and feel about brands.

With a major in Arts, you can choose from a variety of areas to specialize in, including Graphic Design, Writing, or Media Studies. Each degree offers a unique perspective on how to create and communicate ideas.

Influencer Strategy Consulting

To become a Digital marketing assistant/coordinator, you’ll need to complete a Diploma of Digital Marketing. This program will give you the skills you need to design and develop games from story creation to programming.

Graduates of the Bachelor of Media and Communication (Professional) will be prepared to enter the media industries, ready to impact in transformative ways. With a major in screen studies, you’ll learn about Digital marketing and how to navigate new worlds through games and storytelling.

To write and edit for a range of audiences and platforms, you’ll need a Diploma of Writing and Editing. This program will teach you how to write and edit for a range of audiences, from newspapers to digital platforms.

How technology can influence public perception of an organization.

I want to learn more about Digital marketing Assistant/Coordinator:

Bachelor of Media and Communication (Professional)

With a major in Digital marketing, you’ll learn how to design and develop games from story creation to programming. Be ready to influence the way people think and feel about brands.

To become a Digital media coordinator/assistant, you’ll need to complete a Certificate IV in Digital Media. This program will give you the skills you need to design and develop games from story creation to programming.

To become a Content producer, you’ll need to complete a Diploma of Writing and Editing. This program will teach you how to write and edit for a range of audiences, from newspapers to digital platforms.

I want to learn more about Writing and Editing:

Bachelor of Media and Communication (Professional)

With a major in Writing and Editing, you’ll learn how to design and develop games from story creation to programming. Be ready to influence the way people think and feel about brands.

To become a Marketing and sales professional, you’ll need to complete a Diploma of Marketing and sales. This program will give you the skills you need to design and develop games from story creation to programming.

I want to learn more about Marketing and sales professional:

Bachelor of Media and Communication (Professional)

With a major in Marketing and sales, you’ll learn how to design and develop games from story creation to programming. Be ready to influence the way people think and feel about brands.

To become a Film researcher, you’ll need to complete a Certificate IV in Screen and Media. This program will give you the skills you need to design and develop games from story creation to programming.

I want to learn more about Film researcher:

Bachelor of Media and Communication (Professional)

With a major in Film, you’ll learn how to design and develop games from story creation to programming. Be ready to influence the way people think and feel about brands.

To become a Social media coordinator, you’ll need to complete a Certificate IV in Social Media Marketing. This program will give you the skills you need to design and develop games from story creation to programming.

I want to learn more about Social media coordinator:

Bachelor of Media and Communication (Professional)

With a major in Social media, you’ll learn how to design and develop games from story creation to programming. Be ready to influence the way people think and feel about brands.

To become a Copywriter, you’ll need to complete a Certificate IV in Creative Writing. This program will give you the skills you need to design and develop games from story creation to programming.

I want to learn more about Copywriter:

Bachelor of Media and Communication (Professional)

With a major in Creative Writing, you’ll learn how to design and develop games from story creation to programming. Be ready to influence the way people think and feel about brands.

To become a Campaign director, you’ll need to complete a Diploma of Marketing and Communication. This program will give you the skills you need to design and develop games from story creation to programming.

I want to learn more about Campaign director:

Bachelor of Media and Communication (Professional)

With a major in Media, you’ll learn how to design and develop games from story creation to programming. Be ready to influence the way people think and feel about brands.

To become a Communications coordinator, you’ll need to complete a Certificate IV in Marketing and Communication. This program will give you the skills you need to design and develop games from story creation to programming.

I want to learn more about Communications coordinator:

Bachelor of Media and Communication (Professional)

With a major in Communications, you’ll learn how to design and develop games from story creation to programming. Be ready to influence the way people think and feel about brands.

To become a Digital media coordinator/assistant, you’ll need to complete a Certificate IV in Digital Media. This program will give you the skills you need to design and develop games from story creation to programming.

I want to learn more about Digital media coordinator/assistant:

Bachelor of Media and Communication (Professional)

With a major in Digital media, you’ll learn how to design and develop games from story creation to programming. Be ready to influence the way people think and feel about brands.

To become an Advertising account specialist, you’ll need to complete a Certificate IV in Advertising. This program will give you the skills you need to design and develop games from story creation to programming.

I want to learn more about Advertising account specialist:

Bachelor of Media and Communication (Professional)

With a major in Advertising, you’ll learn how to design and develop games from story creation to programming. Be ready to influence the way people think and feel about brands.

To become a Creative writing and literature, you’ll need to complete a Bachelor of Media and Communication. This program will give you the skills you need to design and develop games from story creation to programming.

I want to learn more about Creative writing and literature:

Bachelor of Media and Communication (Professional)

With a major in Creative writing, you’ll learn how to design and develop games from story creation to programming. Be ready to influence the way people think and feel about brands.

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To become a Communications assistant, you’ll need to complete a Certificate IV in Media. This program will give you the skills you need to design and develop games from story creation to programming.

I want to learn more about Communications assistant:

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I want to learn more about Digital marketing assistant/coordinator:

Bachelor of Media and Communication (Professional)

With a major in Digital marketing, you’ll learn how to design and develop games from story creation to programming. Be ready to influence the way people think and feel about brands.

To become a Social media assistant/manager, you’ll need to complete a Diploma of Social Media Marketing. This program will give you the skills you need to design and develop games from story creation to programming.

I want to learn more about Social media assistant/manager:

Bachelor of Media and Communication (Professional)

With a major in Social media, you’ll learn how to design and develop games from story creation to programming. Be ready to influence the way people think and feel about brands.

To become a Public relations assistant, you’ll need to complete a Certificate IV in Public Relations. This program will give you the skills you need to design and develop games from story creation to programming.

I want to learn more about Public relations assistant:

Bachelor of Media and Communication (Professional)

With a major in Public relations, you’ll learn how to design and develop games from story creation to programming. Be ready to influence the way people think and feel about brands.

To become a Digital media coordinator/assistant, you’ll need to complete a Certificate IV in Digital Media. This program will give you the skills you need to design and develop games from story creation to programming.

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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.

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

Your next gen_now upgrades

Guaranteed real industry experience

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