

Bachelor of Communication and Media



UNIVERSITY
OF WOLLONGONG
AUSTRALIA



In this increasingly connected and digital world, communicators with broad skills are in real demand.

The Bachelor of Communication and Media offers you a strong foundation in the global communication and media industry. This degree has a focus on preparing you for global careers, and places emphasis on high level skills in media production, communication research, and independent project work.

This degree is designed for careers in digital and social media, visual communication design, journalism, screen media production, marketing, advertising, and public relations. You will be immersed in the study and practice of media and communication, and gain flexible and transferable skills that will prepare you for the changing world of global media culture.

ATAR	70	IB SCORE	24-25
UAC CODE	753110	DELIVERY	On-campus (Wollongong)
COMMENCING	February 2018 (Autumn Session)		
DURATION	3 years full-time or part-time equivalent		

EARLY ADMISSION

With UOW Early Admission, we'll get to know you, look at your results so far and can reward your hard work with a place at UOW before you even sit your final exams.

Applicants must be in Year 12 in 2017, and completing the HSC or interstate equivalent, or the IB on-shore at an Australian High School, be under 21 years of age, and eligible to receive an ATAR or IB Diploma.

For more information and to apply, visit uow.edu.au/future/early-admission

BACHELOR OF COMMUNICATION AND MEDIA MAJORS

DIGITAL AND SOCIAL MEDIA

The Digital and Social Media major will enable you to build a range of industry-valued skills in digital media production, innovation, entrepreneurship, and high-level critical and creative thinking. You will work with a variety of media technologies and test your ideas with real-world media projects. You will graduate as a digital media professional, proficient in content production, curation and analysis, and ready for a career in social media, digital communication and creative entrepreneurship.

VISUAL COMMUNICATION DESIGN*

The Visual Communication Design major will introduce you to a range of modern design principles and practices in both a regional and global context. You will be encouraged to explore your individual creativity through typography, social impact design, spatial design and interaction design. You will learn how to apply design principles to develop creative solutions and enhance innovation. Through this major you will explore media and technology forms relevant to contemporary and emerging design practice.

JOURNALISM

The Journalism major explores reporting and storytelling with a focus on multimedia content creation for a rapidly changing media landscape. You will be immersed in the evolving world of journalism through analysis and practice, and will develop storytelling knowledge and skills. This major is practical – you will source stories and produce multi-media material for a range of publications, including social and online sites.

GLOBAL SCREEN MEDIA

The Global Screen Media major offers pathways into the expansive world of digital screen media in a global context. This major combines a practical focus on screen production with critical thinking and analysis of the global political and social justice issues that shape contemporary media practice. You will have the opportunity to explore transnational cultures and develop skills in digital screen media. This major will prepare you for a diverse range of careers in the international creative media industries.

MARKETING, COMMUNICATION AND ADVERTISING

The fields of marketing, communication and advertising deliver coordinated messages about products and services through various channels, such as television, radio, social media and immersive experiences. Their aim is to help people make informed choices and influence how they think, feel and consume products. You will learn how methods of communication, along with the use of different technologies, are integrated with our professional, social and political lives. You will address relevant global, economic and political issues affecting the media and communication industries. You will be able to research, plan, execute and manage marketing campaigns. You will acquire skills in issue management, communications technology, product publicity, crisis communications and media relations. This will prepare you for a career in advertising, public relations and corporate branding.



LEARN MORE

FACULTY OF LAW, HUMANITIES AND THE ARTS

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coursefinder.uow.edu.au

UOW CRICOS Provider No: 00102E

*Commencing in 2018 subject to final approval



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