

Bachelor of Communication

Advertising
Digital media
Journalism
Public relations

Burwood (Melbourne), Geelong (Waurm Ponds)*
Cloud (online)



Studying communication at Deakin is all about identifying, creating and analysing different contexts and audiences to deliver tailored messaging and communications solutions.

You can tailor your studies to your interests and become a specialist in advertising, journalism, public relations or online media.

Advertising

Designed to inspire the next generation of 'big idea' thinkers, advertising at Deakin allows you to understand complex audiences, analyse media effectiveness and hone your creative thinking. Experiment with future-focused approaches to brand communication, and critically evaluate the role and impact of advertising on society. From your first year onwards, you'll be connected to a network of advertising professionals who become part of your learning journey.

Deakin's advertising degree is accredited by the International Advertising Association (IAA).

Journalism

Get hands-on learning experience with one of the most respected courses in the industry. You will be taught by our expert team of journalism and media practitioners with extensive experience across print, television, radio and online. Learn how to identify, research, plan and produce newsworthy stories suitable for all the key media platforms.

*Digital Media, Journalism and Public Relations only
¹QS Subject Rankings 2020

Digital media

Combine your interests in communication technologies, social media and content production to discover a career in digital media. You'll develop confidence in your creative, analytic and production skills to communicate professionally across traditional and digital platforms. You will learn how to engage audiences, build communities and help organisations and clients with digital content solutions.

Public relations

Build the reputation of brands, people and organisations with skills and techniques developed through real-world practical learning. Explore how innovative and ethical communication fosters meaningful relationships with stakeholders as you develop the capabilities to create inspiring campaigns and events, manage issues and become an adaptive communications expert.

Deakin's public relations degree is accredited by the Public Relations Institute of Australia (PRIA).

Top 1% globally

Deakin is ranked in the top 1% of universities worldwide for communication and media studies¹

deakin.edu.au/communication



Choose your course



Bachelor of Communication (Advertising)

Course Code: A334
Location: Burwood (Melbourne), Cloud (online)
Intakes: T1 (March), T2 (July), T3 (November)^
Duration: 3 years full-time or part-time equivalent

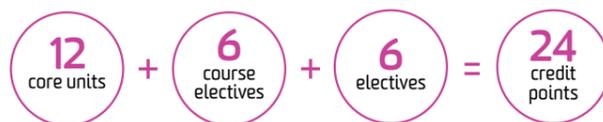
Be immersed in the fast-paced and constantly evolving world of brand communication from day one of your degree. Connect with advertising practitioners and work on real-world projects that will give you the edge you need to establish a stimulating career.

Broaden your skillset and career opportunities by taking core elective units in related communication fields like design, public relations, journalism and digital media. Gain valuable industry experience and build your resume with an internship at an advertising agency or 'in house' brand or creative team. You will graduate with a comprehensive portfolio of strategic planning, content marketing and creative work, ready for employment in a range of traditional and emerging advertising roles.

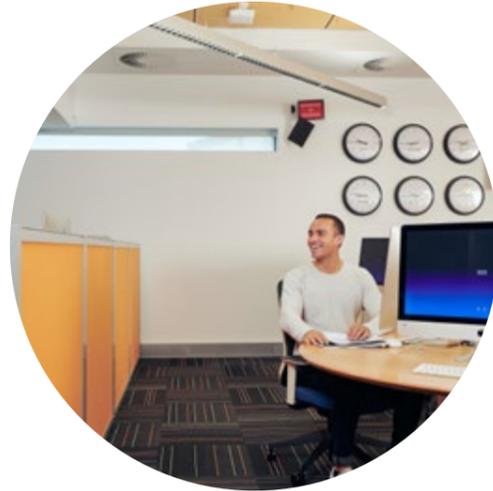
Careers

Graduate with the skills needed for agency roles – including account management, media planning, research, copywriting and art direction – as well as 'in house' brand communication positions in the commercial, corporate, government and not-for-profit sectors.

Course structure*



*Students must also complete a 0-credit-point academic integrity unit (AAI018).



Bachelor of Communication (Digital Media)

Course Code: A333
Location: Burwood (Melbourne), Waurm Ponds (Geelong), Cloud (online)
Intakes: T1 (March), T2 (July), T3 (November)^
Duration: 3 years full-time or part-time equivalent

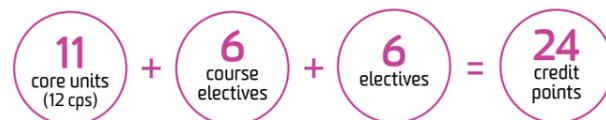
Gain an understanding of the function and influence of communications industries locally and globally, and learn practical skills in social media content creation, podcasting, website creation and video-making. With an emphasis on emerging technologies and real-world learning, you'll explore building social media identities, managing social media in organisations, digital media entrepreneurship and much more.

Broaden your skillset and career opportunities by taking core elective units in related communication fields like advertising, design, public relations, journalism and screen. You'll also have the chance to undertake industry internships so you can network with professionals and gain experience in your chosen field. Graduate with a dynamic network, digital portfolio and a strong professional-personal brand that will give you an edge with future employers.

Careers

Digital media work spans many diverse industries and organisations, from multimedia businesses to public relations agencies to content providers in the entertainment industry. Find work in areas like content production, social media creation and management, digital community engagement and digital producing.

Course structure*



^ This intake is available at Melbourne Burwood Campus and Cloud Campus only.
 *Students must also complete a 0-credit-point academic integrity unit (AAI018).



Bachelor of Communication (Journalism)

Course Code: A331
Location: Burwood (Melbourne), Waurm Ponds (Geelong), Cloud (online)
Intakes: T1 (March), T2 (July), T3 (November)^
Duration: 3 years full-time or part-time equivalent

The Bachelor of Communication (Journalism) gives you the skills to unearth a great news story, engage with your audience and deliver the news across a range of media platforms.

From day one, you'll have the opportunity to identify, research and plan news and feature stories, so you can write, edit and publish them straight from our newsroom and creative media labs on campus. Through hands-on learning guided by media practitioners with extensive experience across print, television, radio and digital media, you'll learn about community journalism, feature writing, interview techniques, media law and ethics, news reporting and more. While developing your knowledge in communication and media, you'll also get sought-after industry experience during your studies through an internship with a major newspaper, radio station or television network.

Careers

This course will prepare you for employment in the communications industries, across all media platforms, whether working for large news organisations, allied media businesses or freelancing. Our graduates work in-house or freelance for print, radio, television and multimedia newsrooms. They also work in business, government and the not-for-profit sector.

Course structure*



^ This intake is available at Melbourne Burwood Campus and Cloud Campus only.
 *Students must also complete a 0-credit-point academic integrity unit (AAI018).



Bachelor of Communication (Public Relations)

Course Code: A325
Location: Burwood (Melbourne), Waurm Ponds (Geelong), Cloud (online)
Intake: T1 (March), T2 (July), T3 (November)^
Duration: 3 years full-time or part-time equivalent

Develop a thorough understanding of public relations in the digital era and the social, administrative, cultural and ethical implications of public relations activity.

You'll learn how to help organisations build effective relationships with stakeholders operating in an increasingly dynamic and complex environment. Under the guidance of academics who are active in their field, you will gain the professional skills to conduct strategic and tactical communication research, writing, planning and evaluation.

You'll also establish links with professionals in the industry, work with clients in real-life scenarios and undertake work-based internships. From issue management to media relations and campaigns, you'll graduate job-ready with a portfolio of professional work.

Careers

Graduates can work across a range of sectors, including business, government or not-for-profit organisations. You'll be prepared to work in account management, copywriting, consumer relations, event management, government relations, communications and more.

Course structure*



^ This intake is available at Melbourne Burwood Campus and Cloud Campus only.
 *Students must also complete a 0-credit-point academic integrity unit (AAI018).

'I undertook an internship at the *Colac Herald* while completing my third year. An internship in the newsroom allowed me to implement the practical skills I learnt at university, giving me the confidence that I had chosen the right career.'

Olivia Reed

Bachelor of Communication (Journalism) graduate
Journalist, *Geelong Advertiser*



Discover more student stories on the Arts and Education Content Hub.

What will I study?

Indicative course overview for communication students*

Year
1

Introduction to university

In your first year of study, you are introduced to the basic foundations and practices of your chosen discipline and allied communication fields. Discover what you are most passionate about and learn with industry experts. You also have the option to undertake elective units to tailor your degree to suit your interests. Explore the different careers options and further study available to you such as the Bachelor of Communication (Honours).

Year
2

Develop specialist skills

In your second year, you will develop your knowledge and applied skills within specialist core studies. This equips you with the professional capabilities required for year three when you begin to work in real-world contexts with clients and employers. You will commence preparation for your internship placement and can also choose to explore options for overseas study opportunities such as study abroad, international internships or study tours.

Year
3

Internships and real-world experience

The final year of study focuses on professional identity by consolidating your learning, professional practice and work readiness. In specialist 3rd-year units you'll produce real work for audiences and/or clients in units which simulate workplaces or industry settings. You will also complete your industry placement, build industry contacts, and gain valuable industry experience. Through these experiences you'll put the finishing touches to your CV and portfolio, ensuring you graduate prepared to demonstrate your professional skills to employers.

Applying to Deakin

Apply through VTAC

Current year 12 students can apply through VTAC: vtac.edu.au

Apply direct to Deakin

All other applications can be submitted directly to the university: deakin.edu.au/apply

APPLY NOW

We're here to help

Deakin is here to support you. From your application through to graduation, we offer many support services to ensure you feel confident throughout your studies:

- Study support
- Career services
- Online study experience
- Fees and scholarships
- Health and wellbeing

Pathways into Deakin

Use the pathways finder tool to discover how to get into your dream course when you don't quite meet the entry requirements: deakin.edu.au/pathways

*Information is indicative only. Refer to the University Handbook for a complete course map.

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deakin.edu.au/communication

While the information provided here was correct at the time of publication in May 2020, Deakin University reserves the right to alter, amend or delete details of the course and unit offerings.