

Bachelor of Communication



Advertising
Digital and Social Media
Journalism
Public Relations



Top 1% for communication and media studies worldwide¹



Specialise in areas you love with 13 majors and minors



Build a professional network and gain industry experience

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

Course essentials

Course Code: A318

Location: Burwood (Melbourne), Waurn Ponds (Geelong), Online

Intakes: T1 (March), T2 (July), T3 (November)

Duration: 3 years full-time or part-time equivalent

Course overview

In a complex and changing world, effective communication is one of the most powerful tools to connect with people, pursue truth and inspire change. When you study a Bachelor of Communication at Deakin, you'll learn how to craft content that resonates with your audience across print, digital, audio and video platforms. Whether you're breaking a critical news story, writing a press release, creating a national campaign or running a high-profile event, you'll create persuasive messages that move people to action.

Major sequences

- Advertising*
- Digital and Social Media*
- Journalism
- Public Relations

Minor sequences

- Creative Advertising*
- Digital Media*
- Indigenous Studies*
- Integrated Communication*
- Journalism
- Photojournalism*
- Public Relations
- Social Media*
- Strategic Advertising*

Course structure

To complete the requirements for the Bachelor of Communication, students must complete 24 credit points (cp) including:



One major must be taken from the majors offered in this degree. You can choose your second major or your minor sequences from this degree or from **Bachelor of Creative Arts**, **Bachelor of Design**, or **Bachelor of Film Television and Animation**.

Students are also required to complete unit DAI001 Academic Integrity Module in order to graduate from their course. This unit does not contribute towards course credit. Refer to deakin.edu.au/communication for a complete course structure breakdown. We recommend that students seek assistance from a student adviser.

deakin.edu.au/communication

Deakin University CRICOS Provider Code: 00113B

*Not offered at Waurn Ponds Campus.

1 QS World Rankings by Subject 2022.





'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*

**Course now titled Bachelor of Communication*

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

Career opportunities

Specialise in areas you love – from advertising, digital and social media, journalism and public relations – and personalise your degree with complementary study areas, such as integrated communication, creative advertising, photojournalism and Indigenous studies. Graduates are open to many opportunities, including the following careers:

- advertising media buyer
- art director
- brand manager/strategist
- communications professional
- community relations
- creative content producer
- copywriter
- event manager
- government relations
- internal communications specialist
- marketing communication
- media advisor
- media producer
- podcaster
- public relations professional
- producer for radio, podcasts, television video and online
- reporter
- social media manager/strategist
- transmedia content developers
- video journalist
- writer, both fiction and non-fiction

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**
- **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



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deakin.edu.au/communication

While the information provided here was correct at the time of publication in July 2023, Deakin University reserves the right to alter, amend or delete details of the course and unit offerings.