

Bachelor of Communication

Advertising
Digital and Social Media
Journalism
Public Relations



Top 1% worldwide for communication and media studies¹



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) and Online

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

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

Combined degree available with: Bachelor of Commerce

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 will learn how to craft content that resonates with your audience across print, digital, audio and video platforms. Whether you are breaking a critical news story, writing a press release, creating a national campaign or running a high-profile event, you will 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*

deakin.edu.au/course/A318-international

Deakin University CRICOS Provider Code: 00113B

*Not offered at Waurn Ponds Campus.

¹ QS World University Rankings by Subject 2022

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 AAI018 Academic Integrity in order to graduate from their course. This unit does not contribute towards course credit. Refer to deakin.edu.au/course/bachelor-communication-international for a complete course structure breakdown. We recommend that students seek assistance from a student adviser.





'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

Entry requirements

Deakin University uses a range of selection criteria for course entry. Find the detailed entry requirements on the course page at deakin.edu.au/course/bachelor-communication-international

Applying to Deakin

For details on how to apply, including how to contact a Deakin authorised agent in your region, go to deakin.edu.au/international-students/how-to-apply

We are here to help

Ask us your study questions about the Bachelor of Communication and get one-to-one support through your journey to university.

Please refer to deakin.edu.au/international-students/entry-requirements/pathways for further information.



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deakin.edu.au/course/A318-international

While the information provided here was correct at the time of publication in April 2024, Deakin University reserves the right to alter, amend or delete details of the course and unit offerings.