

DEAKIN UNIVERSITY

Deakin communications graduates are leading dynamic careers

We tracked the careers of more than 2,000* communications graduates. We found their skills are in demand across industries and increasingly valuable in senior roles.

Deakin Communications Graduates Careers

deakin.edu.au/communications

Deakin University CRICOS Provider Code: 00113B

Communications graduates are going places

Deakin communications graduates work in leadership roles, build global careers and are valued across a diverse range of industries.

Career progression

1 in 8

in leadership or management

Global mobility

21

countries where Deakin graduates work

Marketing careers

7 in 10

graduate careers are marketing related

One degree – countless ways to make your mark

Our graduates are working across professional, scientific and technical services, education, media and telecommunications, retail and public administration.

Here are the 10 most common occupations identified in our research.

1. Marketing specialist
2. Communications officer (Public relations)
3. Marketing assistant
4. Communications manager (Public relations)
5. Sales and marketing manager
6. Journalist
7. Chief executive or managing director
8. Customer service manager
9. Advertising manager
10. Content creator (Social media)

* Based on self-reported graduate data. Some figures reflect smaller groups within the overall cohort. See www.deakin.edu.au/media-sources for details.

From Deakin to Meta, Google and TikTok:

Ashima's career in media

When Ashima Swami completed her Master of Communication at Deakin, she took what she'd learned straight into digital advertising.

Since graduating, she has worked across multiple media agencies, managing campaigns on platforms including Meta, Google, TikTok, Snapchat and Pinterest.

Today, she is a manager at Media33 – developing media strategies to help clients achieve their marketing goals.

And the capabilities she relies on most are the ones she developed through her communication research projects.

'They taught me how to analyse information critically and avoid jumping to conclusions before understanding the full picture.'

It is a skill she now brings to every client brief.



Ashima Swami

Master of Communication
Manager at Media33

See where *your* major could take you

Each major can lead to a surprisingly broad range of careers. Here are the top three occupations across five popular majors.

Public Relations

1. Marketing specialist
2. Communications officer (Public relations)
3. Communications manager (Public relations)

Digital media

1. Marketing specialist
2. Sales and marketing manager
3. Communications officer (Public relations)

Visual communication design

1. Graphic designer
2. Marketing specialist
3. Fashion stylist

Journalism

1. Communications manager (Public relations)
2. Sales and marketing manager
3. Chief executive or managing director

Digital media and visual communication

1. Marketing specialist
2. Communications officer (Public relations)
3. Social worker

Digital marketer turned fantasy author:

Elin builds her own path

Elin Myrhaug's communications career took an entirely different turn.

After completing a Bachelor of Communication at Deakin, she gained experience across content, social media, email marketing and branding.

Then she used those same skills to pursue her lifelong ambition:

Becoming a fantasy author!

Today, Elin combines storytelling with marketing to build her author brand and connect with readers, using social media and brand-building to grow her audience.

It's a good reminder that a communications career doesn't follow a straight line.

Sometimes, the skills you develop help you create your own path.



Elin Myrhaug

Bachelor of Communication
Author

Deakin puts careers at the heart of your degree

Choose Deakin, and you will start thinking about your career from day one – looking beyond your degree to where it could take you.

During your studies, you will connect with 600+ employers, gain access to internships and global programs and get personalised advice as you explore your career options.

And it doesn't stop when you graduate. Through DeakinTALENT, Deakin's dedicated careers service, you can continue to receive advice and guidance as you step into the workforce.

Hear from our staff and students

Watch real staff and student stories and learn how Deakin prepares you for the world of work.







Deakin references data from a range of government, higher education, employment and reputable media sources. For more information, visit deakin.edu.au/media-sources

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