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In a world of oversaturation, you need to know how to make your words count. Studying a communication and media degree at UC will ensure that upon graduation you'll be an experienced, skilled and connected professional holding an internationally respected degree. Our courses are informed by industry leaders so that what you learn today is up to date in a dynamic and rapidly changing industry.

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#1 IN THE ACT

UC is ranked number one in the ACT for full-time graduate employment in Communications*

GAIN PRACTICAL EXPERIENCE

Benefit from Work Integrated Learning (WIL) opportunities where you'll connect with industry leaders, gain practical experience and build professional connections to succeed in your chosen field.

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CREATE YOUR DEGREE

Our breadth in elective options empower you to pursue your interests and expand your career prospects.

STATE OF THE ART FACILITIES

Graduate with the practical skills needed for success with our purpose-built production and sound studios and access to industry standard camera equipment and editing software.

*Good Universities Guide, 2022

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CORPORATE AND PUBLIC COMMUNICATION

Make your words matter

Become a critically aware, ethically responsible and multi-skilled professional and thrive in the interlinked industries of public relations, public affairs and corporate communications.

You'll be equipped with a basic understanding of graphic design, multimedia production and the ability to create communication strategies that support a program or issue. You'll learn how to effectively execute a campaign and be able to confidently analyse and report on the results.

Be involved in a variety of projects which will lead to an impressive portfolio of work demonstrating your creativity, problem solving and communication skills.

WHAT YOU WILL STUDY

- Corporate and Public Communications
- Strategic Communication
- Digital Engagement
- Shaping Public Opinion
- Engaging Audiences
- Managing Brands

COMPLEMENTARY MAJORS

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MARKETING COMMUNICATION

Lead the charge in an ever-evolving industry

In a rapidly, evolving industry, you'll gain knowledge on strategic brand development, media engagement, advertising and cross-platform digital communication to ensure you hit the ground running.

Be involved in the production of professional marketing communication plans that address industry requirements, standards and global best practice. You will also be involved in the production of professional marketing communication plans that address industry requirements, standards and global best practice.



JOURNALISM

Future-proof your journalism career

By studying journalism at UC, you'll be an expert in storytelling and creating accurate and intriguing stories about our world. You'll be exposed to unrivalled opportunities due to Canberra's unique location preparing you for an exciting future ahead.

Be exposed to hands on opportunities where you will interview and craft balanced multi-platform pieces that tackle key issues and inform the public.

Be equipped with basic digital editing skills to piece together your own stories and acquire an understanding of video and sound recording equipment.



WHAT YOU WILL STUDY

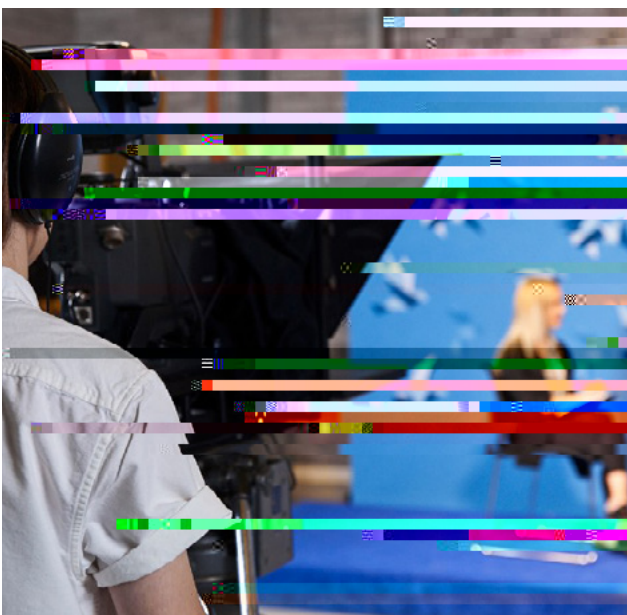
- Street Stories
- Journalism Now and Next
- Video Live
- Engaging Audiences
- Newsfeed
- Data Journalism

COMPLEMENTARY MAJORS

- Breadth Major in Marketing Communication (BM0033)
- Breadth Major in Corporate and Public Communication (BM0031)
- Breadth Major in Creative Writing (BM0027)
- Breadth Major in Film Production (BM0029)

CAREER OPPORTUNITIES

- Journalist
- Editor
- Social Entrepreneur
- Producer
- Media Adviser
- Digital Campaigner



Duration
3 years

Delivery mode
On-campus

Portfolio Entry
Available

ARB102



SPORTS MEDIA

Give your media dreams a sporting chance

Combine your knowledge and interest in sports with your curiosity and flair for storytelling. You will gain the experience and knowledge to meet the challenges of the ever-changing media industry.

