

Digital and Social Media

Careers Information Sheet

Bachelor of Communication

Who thrives in this field?

Students who enjoy creating social media content on different platforms and want to learn how to communicate with images and short videos to make digital impact and reach different audiences. Those with an innovative mindset who enjoy creating media, thinking through problems and coming up with new solutions, and taking an entrepreneurial approach to learning and problem-solving will do well in this degree.

Students who succeed:

- Are interested in digital trends and emerging technologies
 - Like to work hands-on to make things with digital technologies
 - Enjoy working both independently and collaboratively
 - Can think critically, analytically, and strategically about the future of digital communication
 - Want to go beyond passive social media consumption to active creation and strategy.
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Key questions for students

- Do you find yourself analysing how apps and websites could work better?
- Are you curious about what makes some social media content go viral?
- Do you enjoy experimenting with different ways to present information visually?
- Are you interested in understanding how digital platforms influence the way people communicate and make decisions?

Myth-busting

“There are no jobs in digital and social media”

This degree qualifies you for a broad range of communication and media positions across all industries - corporate, government, non-profit, and others. We have an excellent placement rate with high demand for communication jobs, particularly in digital and social media. The Australian tech sector is projected to rise with growing demand for digital content marketing, UX/UI design, data analysis, and data-driven communication strategies.

“AI will replace these jobs”

The jobs of the future will require workers skilled in using and understanding AI. We develop graduates who have the skills to thrive in a rapidly changing technological environment by focusing on working with technologies critically and ethically - a combination vital for current jobs in digital communication.

“If I spend time on social media, this degree is automatically for me”

This degree requires more than passive scrolling. It requires proactive engagement with digital technologies, creative and critical thinking about digital technology's role in society and industry, plus the willingness to learn how to make digital media and communicate effectively.

ATAR requirements

Bachelor of Communication in Digital and Social Media: **72.45**
Combined with B International Studies: **73.30**
Combined with B Laws: **96.05**
Combined with B Creative Intelligence and Innovation: **86.40**



Digital and social media careers

Social Media/Marketing Analyst | Content Manager | Account Manager | Marketing/PR Coordinator | UX/UI Designer | SEO Specialist | E-commerce Manager | Client Executive | Campaign Manager | App Designer | Digital Content Creator

What to expect

Learn digital media by creating it through a hands-on program that blends practical skills with up-to-date theory. Each subject has a production component - whether creating app wireframes, websites, data visualisations, or short videos. You'll develop design and production skills throughout your degree, with assessments that ask you to create real digital content and solutions.

Work integrated learning

Industry-Current Curriculum: Content updated annually to reflect the latest platforms, software, and issues shaping communication, with guidance from our Industry Advisory Board, who represent big tech and independent media companies.

Hands-On Learning: First-year students learn about digital metrics by creating Instagram for Business accounts, populating them, and tracking analytics. Third-year capstone students create 5-minute videos to launch digital innovations.

Professional Development Focus: Learn cutting-edge industry skills and software to ensure you're job-ready upon graduation. You'll learn about digital media by making digital media, and gain adaptable skills that will help you innovate in a rapidly changing technological environment.

Why choose UTS?

Australia's pioneer: First university course in Australia solely focused on digital and social media, positioning you at the forefront of this rapidly evolving field.

Future-ready skills: Learn adaptable skills including design thinking and innovation mindset that will futureproof your career and allow you to tailor your personal journey in communication.

Industry connections: Alumni work for major employers including Google, Dell Technologies, Pinterest, Apple, and Australia's leading media and marketing agencies.

Cutting-edge focus: Master the latest industry software and platforms, with curriculum that evolves to stay ahead of digital trends and technological changes.

Contact information

Student enquiries: 1300 ASK UTS (1300 275 887)

Course websites go live 29 August 2025

