



Public Relations & Advertising

Careers Information Sheet

Bachelor of Communication

Who thrives in this field?

Students who are creative, collaborative, and curious about how communication shapes the world thrive in Public Relations and Advertising. It's ideal for those who enjoy strategic thinking, meaningful storytelling, and working with data to articulate ideas clearly across different media platforms. This course suits students who enjoy working with others, adapting to new challenges, and developing real-world portfolios while studying.

Students who succeed:

- Are curious researchers who like to investigate issues, analyse trends, and apply insights to real-world challenges
- Can adapt to new tools and strategies as the communication industry evolves
- Are ethically minded and interested in the impact of media and communication on society.

Key questions for students

- Do you enjoy developing ideas that influence how people think, feel, or act?
- Can you adapt to fast-changing environments and think critically about the role of media and communication in society?
- Do you like working and communicating with diverse people?
- Are you interested in how brands, organisations and communities share their ideas with others?

Myth-busting

“There are no jobs in this field.”

The communication industry is broad and evolving. PR and advertising professionals are in demand across corporate, government, non-profit, media, and digital sectors. Graduates can work in roles like campaign management, digital content creation, media relations, brand strategy, internal communication, and more.

“You can’t make good money in this field.”

While starting salaries may vary, experienced professionals—especially in strategic roles, digital marketing, or agency leadership—can earn competitive incomes. The more specialised your skills (e.g. data analytics, digital media, crisis comms), the more valuable you are.

“AI will replace these jobs.”

AI may assist with repetitive tasks, but creativity, emotional intelligence, strategic thinking, and ethical judgement—core skills in PR and advertising—can’t be automated. These roles require human insight and adaptability that AI tools are designed to support, not replace.

ATAR requirements

Bachelor of Communication in Public Relations and Advertising: 72.50

Combined with B International Studies: 79.85

Combined with B Laws: 96.25

Combined with B Creative Intelligence and Innovation: 83.30



PR & advertising careers

Marketing and Communication Specialist |
Publicity & Media Relations Officer |
Business Development Manager |
Brand/Marketing Manager | Copywriter |
Account Manager | Program or Event
Coordinator | Digital Campaigner

What to expect

Students engage in hands-on learning through real client briefs, building professional portfolios while studying. The curriculum balances creative thinking with analytical skills, covering campaign strategy, crisis communication, and both traditional and digital communication channels.

Work in collaborative teams, present to industry professionals, and develop expertise using research-based decision making with data and insights. Theoretical foundations ensure graduates understand ethical implications and societal impact of communication work.

Work integrated learning

Real Client Projects: Work on actual campaigns for clients from local community groups to major corporations, building professional experience and industry networks while studying.

Professional Development: Free CPRA student memberships available exclusively to PR and Advertising majors, offering networking opportunities and mentorship with top-calibre communication professionals.

Hands-On Portfolio Building: Participate in industry competitions, conferences, and professional development workshops throughout your degree.

Why choose UTS?

Professionally accredited: Reaccredited by Communication and Public Relations Australia (CPRA), a mark of quality that ensures your education is aligned with the latest communication industry standards and demands.

Industry expertise: Learn from academics and practitioners with deep expertise and networks in financial public relations, internal communication, employee engagement, event management, social media strategy, and crisis communication.

Real-world ready: Graduate with a portfolio of actual campaigns created for real clients, plus strong industry connections creating pathways to careers in corporate, government, not-for-profit, and community sectors.

Future-focused: Preparation for leadership roles in communication across all sectors, with emphasis on strategic thinking and ethical practice in rapidly evolving industry.

Contact information

Student enquiries: 1300 ASK UTS
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Course websites go live
29 August 2025

