



Media Business

Careers Information Sheet

Bachelor of Communication

Who thrives in this field?

Students who are creative and collaborative. Students who thrive on bringing teams together to create new processes, products and productions. It's ideal for students who want to know more about how businesses operate and create value. This course suits students who are strategic thinkers, and who can imagine the future of media industries and their place in a dynamic media and entertainment sector.

Students who succeed:

- Seek a career that combines leadership with creativity.
- Are fascinated by the global reach of the media sector.
- Engage with the qualities of business models that support business success.

Key questions for students

- Do you enjoy leading a project to completion and success?
- Can you adapt to fast-changing environments and strategize new directions for a company as it grows and changes?
- Would you like managing creative teams and support the realization of creative visions?
- Do you want to drive commercial success in a wide range of media sectors?

Myth-busting

“The old world of finding jobs in traditional media is dead”

The media industry is changing rapidly and there are new opportunities with social media platforms, online publications and streamers. Traditional print and broadcasting media are adapting to that change, creating new roles in more traditional companies.

“You have to be a content creator to be in the media business”

Executives who structure the processes serving content creators are highly valued. Running a media business takes a different kind of creativity. Plus, you can be both a businessperson and a creative. Skills in analysing the structural nature of the media economy, while also creating or supporting content creation, can supercharge a career.

“AI will replace these jobs”

Media businesses value unique and innovative ideas. They evaluate the incorporation of new technology carefully. Over decades, the field has survived waves of technological change while increasing employment. A wide range of computer assisted processes have been used in media for years. AI can be a support for repetitive tasks and there are strong guardrails supporting creatives and businesses in the media sector to protect intellectual property.

ATAR requirements

Bachelor of Communication in Media Business: 72.15

Combined with B International Studies: 73.30

Combined with B Laws: 96.25

Combined with B Creative Intelligence and Innovation: 81.90



Media business careers

Development Executive | Creative Director | Head of Communications | Account Manager | Communication Coordinator | Media Strategist | Project Manager | Social Media Coordinator | Media Policy Advisor | Chief Executive.

What to expect

Gain a strong foundation in communication and media management while building executive business skills in areas like law, ethics, digital media, creative entrepreneurship, and finance. Learn to manage people, budgets, and legal responsibilities while applying ethical and effective leadership practices.

Develop transferable skills through real-world projects across film, TV, advertising, music, games, and digital content. Build a professional portfolio and test your business acumen across all stages of media production.

Work integrated learning

High Level Strategic Analysis: Gain insights across all media sectors and combine that knowledge with a business perspective to solve real world problems.

Professional Development: Pursue an internship to apply your specialist knowledge in the workplace via a structured course program. Or develop a new business concept that evolves your entrepreneurial skills.

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

Why choose UTS?

Industry expertise: Learn from academics and practitioners with extensive expertise and networks across the media and entertainment sector.

Real-world ready: A business focused curriculum that includes a focus on entrepreneurship and practical experiences.

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

Contact information

Student enquiries: 1300 ASK UTS (1300 275 887)

**Course websites go live
29 August 2025**

