Bachelor of Communication
School of Communication
Faculty of Arts and Social Sciences
Not all communication degrees are created equal. In the UTS School of Communication, we’re ahead of the curve – our renowned Bachelor of Communication has been designed with the future in mind. Stand out amongst other graduates with our unique structure that allows you to select one of six hands-on majors, plus the option to specialise in a second major of your choice*.

All of our majors respond to the shifting landscape of media and communications, so you’ll build contemporary expertise and a professional portfolio that reflect changing industry needs. And you won’t just do it in the classroom – thanks to our internship program, you can spend 80+ hours testing your skills in a professional workplace, building connections that could launch your future career.

But don’t just take our word for it: UTS has the #1 overall employment rate for communication graduates in NSW (Graduate Outcomes Survey 2017–2019). We’re also one of the longest-running media and communication schools in Australia, with over 30 years of teaching experience. Why would you go anywhere else?

* All Communication students (excluding combined Law and Secondary Education students) select a second major once they commence the course. In order to continue with their second major after the first year of study, students must successfully complete a minimum of 24 credit points and achieve a minimum Grade Point Average (GPA). Students who do not meet the requirements can study elective subjects instead.

Note: Media Arts and Production is not available as a second major.
Our majors

CREATIVE WRITING
DIGITAL AND SOCIAL MEDIA
JOURNALISM
MEDIA ARTS AND PRODUCTION
PUBLIC COMMUNICATION (PR OR ADVERTISING)
SOCIAL AND POLITICAL SCIENCES

Our graduates

HUGH JACKMAN
Actor and film producer

TANYA PLIBERSEK
Member of Australian Parliament

GRAEME MASON
CEO of Screen Australia

BROOKE BONEY
Journalist, Today Show host and Indigenous advocate

NIKKI GEMMELL
Best-selling author

...And thousands more that have gone on to win awards, excel in their fields and drive meaningful change
Communication Facilities

In the School of Communication, you’ll study in purpose-built facilities and have access to a suite of the latest equipment and software.

**BON MARCHE STUDIO**
A shooting stage, performance and media arts production space in one, the Bon Marche Studio is your one-stop-shop for film and other performance work. It includes:
- A 10m x 10m x 10m shooting stage with a lighting rig and hoists
- A 9.1 loudspeaker system and audio control with a Roland RSS Mixer
- A large green screen cyclorama and live keying to editing software

**CENTRAL NEWS LAB**
Central News provides journalism students with hands-on experience in a dynamic digital newsroom, working on a multi-platform website under the guidance of a professional editor. In our lab you’ll find:
- A sound-proof podcasting studio
- iMacs with multimedia editing software
- Collaborative workspaces
- A news-reading room

**PORTABLE EQUIPMENT STORE**
As a Communication student, there’s no need to buy or rent your own equipment. You can take home everything you need to complete assessments and build your portfolio. This includes:
- Microphones and digital audio recorders
- Professional lighting systems
- High quality DSLRs and cinema cameras, including the Blackmagic Ursa Pro
MULTIMEDIA LABS
Get exclusive access to our multimedia computer labs and post-production suites, where you can access dozens of high spec iMacs that support:
- Video editing
- Compositing and animation
- Colour grading
- Website production
- Sound composition, recording and mixing

SOUND STUDIOS
Our uniquely equipped audio engineering facilities include:
- Multiple control rooms and workstations equipped with the latest version of Pro Tools and Logic Pro software
- A studio floor and vocal booth for foley/ADR, voice and acoustic instrument recording
- A radio studio with a broadcast link to Sydney-wide broadcaster 2SER-FM
- An extensive range of industry-standard mics, outboard gear and software

2SER-FM
Do you dream of working in radio? Get hands-on experience before you graduate by volunteering at 2SER-FM, a community radio station located in the heart of our campus.

Want to learn more? View our facilities tour video
Bachelor of Communication (Creative Writing)

Expand your creativity and develop your craft with this hands-on degree that combines writing technique with industry practice and collaborative learning. Taught by a team of experienced writers, publishers and industry professionals, this course will prepare you for a wide range of careers, from writing and editing, to story developing, to teaching and researching...to a multitude of other industries where writing and communicating lie at the heart of the role.

CAREERS
Fiction and non-fiction writers for literary journals, magazines, newspapers, web and digital platforms. Authors, screenwriters, story developers, content producers and communication professionals.

Graduates in the combined Bachelor of Communication (Creative Writing) / Master of Teaching in Secondary Education can pursue work as an English teacher.

COURSE STRUCTURE
3 core Communication subjects + 6 Creative Writing major subjects + 3 cross-disciplinary electives + 6 second major subjects/electives

SAMPLE SUBJECTS
– Fictional Forms
– Imagining the Real
– Narrative and Theory
– Genre Writing
– Writing Laboratory
– Creative Writing Project

WHY CREATIVE WRITING AT UTS?
– Express yourself across short story, creative non-fiction, poetry, screenwriting and other genres
– Learn from award-winning writers, practitioners, educators and researchers who have a wealth of experience
– Complete a minimum 80-hour internship as part of the course and gain valuable work experience before you graduate
– Connect with writers, publishers, filmmakers and cultural organisations to increase your career potential and broaden your networks
– Graduate with a portfolio of writing, ready to show at your first interview
– Add a second major to your degree. Options include Journalism, Social & Political Sciences, Digital and Social Media or Public Communication

2020 Selection rank: 72.96
With International Studies: 77.50
With Law: 96.80
With Creative Intelligence and Innovation: 84.65
With Master of Teaching in Secondary Education: N/A - New in 2021
Duration: 3 years full-time
UAC code: 600033
Adjustment factors: Applicable

Gilbert Johnston
Student

“The best thing about Creative Writing at UTS is the practicality of the course. I'm constantly workshopping with my peers and improving my work in a practical sense. My favourite subject so far has been ‘Genre Writing’. In this subject, I was exposed to an incredible wealth of literature and given the opportunity to curate a 3000-word creative piece in a genre of my choosing.”

FIND OUT MORE
Visit our website for further information and course videos
**Bachelor of Communication (Digital and Social Media)**

Join a ground-breaking degree that was one of the first communication courses in Australia to specifically focus on social media. As a Digital and Social Media student, you'll learn to channel your creativity to develop effective and innovative digital experiences. Along the way, you'll gain in-demand technical skills and experience in a wide range of areas – think User Experience (UX) design, digital marketing, app prototyping and social media management.

<table>
<thead>
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<th>2020 Selection rank:</th>
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<td>With International Studies:</td>
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<td>Adjustment factors:</td>
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**CAREERS**
Digital content producers, social media managers, communication strategists, digital platform specialists, UX/UI designers, digital marketing executives

**COURSE STRUCTURE**
3 core Communication subjects + 6 Digital and Social Media major subjects + 3 cross-disciplinary electives + 6 second major subjects/electives

**SAMPLE SUBJECTS**
- Understanding Digital Audiences
- Digital Media: Marketing, Metrics and Data
- Digital Experience Design
- Code as Literacy, Commodity, Infrastructure
- Digital Publishing for Apps
- Digital Futures

**WHY DIGITAL AND SOCIAL MEDIA AT UTS?**
- Develop in-demand skills in digital marketing, user experience (UX) design, change management and programming (no prior experience required)
- Complete a minimum 80-hour internship as part of the course and gain valuable work experience before you graduate
- Learn from industry professionals and leading digital media scholars
- Graduate with a portfolio of works – think app prototypes, digital innovation blueprints, communication strategies and more
- Add a second major to your degree. Options include Journalism, Social & Political Sciences, Public Communication or Creative Writing

“**What inspired me to pick the Digital & Social Media course at UTS was the fact that this course was so reactive to the changed media environment. No course at any other Australian university at the time was current enough to offer students a course that was really trying to keep up with modern-day issues. Specifically, the evolution of digital media and the impact of social media today.**”

*Samantha Packham*
Graduate, Account Executive at MercerBell

FIND OUT MORE
Visit our website for further information and course videos
Bachelor of Communication (Journalism)

Journalism has changed - and so has our degree. In this renowned program, we'll prepare you with the knowledge and skills required to be a journalist in the digital age. From producing innovative multiplatform stories, to creating data visualisations, to covering breaking news on social media - you'll graduate with a sought-after skillset and a wealth of experience.

CAREERS
Career options include reporter, producer, editor, social media editor, sub-editor, feature and freelance journalist, investigative journalist, researcher, and print, broadcast and online media content producer.

Graduates can also find employment in areas related to journalism, such as communication advisers or content producers.

COURSE STRUCTURE
3 core Communication subjects + 6 Journalism major subjects + 3 cross-disciplinary electives + 6 second major subjects/electives

SAMPLE SUBJECTS
- Stories from the Streets: Local Journalism, Social Media
- Narrative Multimedia Journalism
- Digging Deeper: Current Affairs and Longer-form Journalism
- Investigating: Data, Tools and Stories
- The Hive: Collaborative Journalism
- Industry Portfolio

WHY JOURNALISM AT UTS?
- Study in one of the most respected journalism programs in the country
- Gain hands-on experience and mentorship in our very own multiplatform newsroom Central News - awarded Australia’s #1 publication at the 2019 JERAA awards
- Kickstart your career in radio by volunteering at 2SER-FM, our community radio station located in the heart of our city campus
- Take advantage of work experience and internship opportunities through our extensive links with media organisations
- Produce stories using our exclusive facilities and equipment, including sound and film editing suites, podcast, radio and television studios and our dedicated newsroom
- Add a second major to your degree. Options include Digital & Social Media, Social & Political Sciences, Public Communication or Creative Writing

2020 Selection rank: 80.50
With International Studies: 80.90
With Law: 96.15
With Creative Intelligence and Innovation: 87.00
Duration: 3 years full-time
UAC code: 600013
Adjustment factors: Applicable

Isha Bassi
Graduate, Junior Staff Writer at BuzzFeed

“Choosing to study at UTS was one of the best decisions I have ever made. Throughout my three years, I had an incredible range of opportunities to refine my reporting and writing skills. Whether that was through practical assignments like News Day, submitting a story for Vertigo (the student magazine), or having lectures from industry professionals, there was always something available to help you become the best journalist you could be.”

“Visit our website for further information and course videos”
Bachelor of Communication (Media Arts and Production)

Unleash your creativity and learn how to make your ideas come to life in this hands-on degree designed for the rapidly evolving media landscape. You'll develop an extensive creative and technical skillset, whilst learning how to be an effective communicator. By the end of the course, you'll have a professional portfolio or showreel, a solid grounding in the use of industry software and equipment, and the ability to conceptualise, produce and deliver engaging stories across multiple genres, platforms and media.

CAREERS
Directors, producers, cinematographers, editors, sound designers, production managers, screenwriters, social media content creators, interactive media designers, radio producers, arts administrators and freelance filmmakers.

COURSE STRUCTURE
3 core Communication subjects + 6 Media Arts and Production major subjects + 3 cross-disciplinary electives + 6 second major subjects/electives

SAMPLE SUBJECTS
– Exploring Media Arts
– Composing the Real
– Fictions
– Aesthetics
– Media Arts Specialist Modules
– Media Arts Project

WHY MEDIA ARTS AND PRODUCTION AT UTS?
– Join a network of alumni who have been recognised for their award-winning creativity and technical ability. Major accolades include the Academy Awards, Emmys, Tropfest, Cannes and more
– Develop your craft by specialising in a technical area such as post-production, cinematography, sound or new media
– Learn from highly accomplished academics and industry practitioners
– Collaborate with like-minded peers and experiment with different genres, including documentary, short film, animation, music videos and more
– Build a professional showreel that demonstrates your achievements and have your work screened at our annual showcase
– Add a second major to your degree. Options include Digital & Social Media, Social & Political Sciences, Public Communication, Creative Writing or Journalism

2020 Selection rank: 86.60
  With International Studies: 86.20
  With Law: 96.05
  With Creative Intelligence and Innovation: 86.90
Duration: 3 years full-time
UAC code: 600018
Adjustment factors: Applicable

Daniel Snell
Student

“The best thing about studying Media Arts and Production at UTS is the practical assessments that have helped to build my portfolio. I have finished every semester with at least 2 or 3 pieces of work that I have been able to add to a professional portfolio for employment when I graduate.”

FIND OUT MORE
Visit our website for further information and course videos
Choosing Public Communication as my discipline was the best decision I made coming out of high school. The degree has an emphasis on practical experience and building your professional network, all whilst learning and finessing skills such as production, copywriting and research.

I have been given opportunities to work as a Media and Public Affairs Intern (Uniting NSW.ACT), Marketing and Public Relations Consultant (Certified Energy) and a Social Media Strategist (Black & White Media). This is truly a testament to the fusing of specialised skills with practical experience that UTS is able to provide.”

Divya Saxena
Student

CAREERS
Marketing and communication specialists, public relations consultants, advertising executives, media liaison officers, event coordinators, publicity officers, political media advisers, copywriters, community relations managers.

COURSE STRUCTURE
3 core Communication subjects + 2 Public Communication major subjects + 4 Advertising OR Public Relations subjects + 3 cross-disciplinary electives, 6 second major subjects/electives

SAMPLE SUBJECTS
– The Ecology of Public Communication
– Integrated Communication
– Advertising Campaign Practice
– Brand Advertising Strategies
– Strategic Public Relations
– Media Writing Production

WHY PUBLIC COMMUNICATION AT UTS?
– Customise your major to suit your career aspirations by selecting one of two specialisation streams – Advertising or Public Relations (PR)
– Get a free membership to the Public Relations Institute of Australia (PRIA) as a student, thanks to our accredited degree
– Learn from internationally recognised academics and industry practitioners who have extensive professional communication experience
– Respond to briefs from real clients and actively engage with industry throughout your degree
– Undertake a minimum 80-hour internship and participate in industry competitions – perfect material to add to your CV
– Add a second major to your degree. Options include Journalism, Social & Political Sciences, Digital & Social Media or Creative Writing

2020 Selection rank: 80.40
With International Studies: 82.40
With Law: 96.60
With Creative Intelligence and Innovation: 86.25
Duration: 3 years full-time
UAC code: 600023
Adjustment factors: Applicable

FIND OUT MORE
Visit our website for further information and course videos
Bachelor of Communication (Social and Political Sciences)

Learn how to drive meaningful social change with a social and political sciences degree that’s a cut above the rest. This course offers a dynamic combination of social science analysis, communication studies and research. You’ll graduate with a breadth of knowledge that spans politics, history, international studies, sociology and policy. You’ll also undertake hands-on social research with an external organisation, offering you real-world experience in advocacy and policy communication.

2020 Selection rank: 74.15
With International Studies: 74.20
With Law: 96.35
With Creative Intelligence and Innovation: 77.55
Duration: 3 years full-time
UAC code: 600028
Adjustment factors: Applicable

Victoria Shehadie
Graduate
Assistant Parliamentary Liaison Officer, Department of the Prime Minister and Cabinet

“Social and Political Sciences stood out to me as a graduating high school student as it galvanized and challenged the pre-existing questions, norms and ideas I had about the world around me. My final capstone subject centred around a research paper on intergenerational unemployment, facilitated by Mission Australia. For me, this was a major highlight as I was able to review and analyse real-life, current-time data of matters concerning people within my own demographic.”

CAREERS
Social, policy and media researchers, policy analysts, investigative reporters, project managers in social services and welfare, advocacy, communications and campaign roles in environmental, human rights and overseas development organisations, and in trade unions.

COURSE STRUCTURE
3 core Communication subjects + 6 Social and Political Sciences subjects + 3 cross-disciplinary electives + 6 second major subjects/electives

SAMPLE SUBJECTS
– Self and Society
– Politics, Ideologies and Beliefs
– Economy, Society and Globalism
– Investigating for Change
– Intervening for Change
– Professional Pathways Project

WHY SOCIAL AND POLITICAL SCIENCES AT UTS?
– Undertake a professional placement with a community group, public sector organisation, or corporation. NSW parliamentary internships and research fieldtrips are also available
– Learn from our highly accomplished academics and industry practitioners, who will inject your theoretical learning with practical activities
– Participate in a test case in a real-world organisation, such as a political party, religious institution or advocacy group, and see firsthand how these institutions promote ideas in society
– Engage with UTS-led community ventures and start driving meaningful social change long before you graduate
– Add a second major to your degree. Options include Journalism, Digital & Social Media, Public Communication or Creative Writing.

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