



Bachelor of Communication

School of Communication
Faculty of Arts and Social Sciences



No. **1**
UTS ranked
Australia's
#1 young* uni

Communication at UTS

The School of Communication is home to an outstanding integrated approach to media, communication, and creative production studies, our renowned Bachelor of Communication.

We know that communications requires expert skills and adaptability, as well as an informed understanding of global systems and human society. Our course allows you to both explore your creativity and develop your skills, providing you with more opportunities for your career ahead.

As a UTS Communication student you will future-proof your career as you choose 2 of 7 Majors, combining choice with depth. All our majors respond to the shifting landscape of media and communication, so you'll build contemporary expertise and a professional portfolio that reflects 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 are also one of the longest running media, communication and creative production schools in Australia, with over 30 years of teaching experience. Why would you go anywhere else?

TOP 100

Ranked in the top 100 globally for Communication and Media

(QS Subject Rankings 2023)

#1 EMPLOYMENT

Highest overall employment rate for communication graduates in NSW

(Graduate Outcomes Survey 2017-19)

#1 PUBLICATION

Home to the award-winning student journalism publication, Central News

(JERAA 2021)

5 STARS

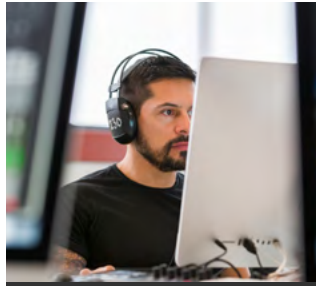
UTS received 5 stars for excellence in Research, Employability, Facilities, Teaching, Innovation, Inclusiveness and Internationalisation

(QS Stars Rating 2021-2024)

Bachelor of Communication Majors



DIGITAL AND SOCIAL MEDIA



MEDIA BUSINESS



JOURNALISM



WRITING AND PUBLISHING



MEDIA ARTS AND PRODUCTION



STRATEGIC COMMUNICATION



SOCIAL AND POLITICAL SCIENCES

DISCOVER MORE PROGRAMS IN THE SCHOOL OF COMMUNICATION:

- Bachelor of Animation Production
- Bachelor of Music and Sound Design

Our graduates



HUGH JACKMAN
Actor and producer



TANYA PLIBERSEK
Member of Australian Parliament



GRAEME MASON
CEO of Screen Australia



BROOKE BONEY
Journalist, TV/Radio presenter 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 huge range of the latest industry-standard equipment and software.



BON MARCHE STUDIO

A film studio, performance and media arts space all in one. It includes:

- 100 square metre soundstage with professional film lights, motorised lighting hoists and a lighting control desk
- A 9.1 surround sound system, a stage box, and digital audio console enabling flexible audio positioning and control for various production setups
- Large green screen with an infinity curve and 5m flooring
- Set storage and dressing rooms



CENTRAL NEWS LAB

Home to the award-winning Central News, the lab includes:

- Newsroom with video wall, collaborative workspaces, and Apple iMac computers.
- Mobile virtual news reading studio with green screen, film lights, Sony digital cinema camera, and professional teleprompter
- Sound-proof booths featuring Apple iMacs, industry-standard podcasting studio equipment, and Rode microphones.



PORTABLE EQUIPMENT STORE

As a Communication student, there's no need to buy or rent your own media production equipment. You can take home everything you need to complete your practical assessments and build your portfolio. In our Equipment Store you will find:

- Industry-standard digital cinema camera kits, DSLRs, tripods and accessories
- Microphones and digital audio recorders
- Large variety of professional film lights



COMPUTER LABS AND POST-PRODUCTION SUITES

Access our dedicated labs and post-production suites equipped with hundreds of Mac Studio workstations for:

- Video and audio editing using the latest professional software
- Colour grading with Blackmagic Davinci Resolve software and control panels, professionally calibrated monitors, and Genelec speakers
- Stop frame animation production, compositing and eXtended Reality (XR)



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 (Writing and Publishing)*

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.

2023 Selection Rank:	72.20
With International Studies:	72.30
With Law:	96.45
With Creative Intelligence and Innovation:	80.15
With Master of Teaching in Secondary Education:	80.20
Duration:	3 years full-time
UAC code:	600033
Adjustment factors:	Applicable

Alexandra Gollan
Student



“The Writing and Publishing program has helped me learn diverse skills, genres, techniques, and styles to develop my craft. It equips me with practical and theoretical knowledge for success in the industry, guiding me through the creative and publication processes. The program provides ample feedback and publication opportunities, including student magazines, and the prestigious annual UTS Anthology, where I proudly contributed as part of the 2023 Editorial Committee.”

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 that combine this degree with the Master of Teaching in Secondary Education can pursue work as an English teacher.

COURSE STRUCTURE

3 core Communication subjects + 8 Writing and Publishing major subjects + 8 subjects (48 credit points worth) from second major and elective choices OR second major stream (3 subjects) and elective choices.

SAMPLE SUBJECTS

- Narrative in Theory and Practice
- Writing and Editing Foundations
- Imagining the Real
- Screen Story
- Adaptations
- Major Writing Project

WHY WRITING AND PUBLISHING 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
- Learn the variety of publishing options for your creative work from publishing professionals
- 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 and Political Sciences, Digital and Social Media, Strategic Communication, or Media Business.



WANT TO LEARN MORE?
Visit our website for further information and course videos

*Prior to 2022, this degree was known as Bachelor of Communication (Creative Writing).

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, interface design (UI), data visualisation and social media management.

2023 Selection Rank:	77.05
With International Studies:	78.40
With Law:	97.90
With Creative Intelligence and Innovation:	82.30
Duration:	3 years full-time
UAC code:	600007
Adjustment factors:	Applicable

Brooke Ottley
Graduate
Manager, Digital Learning and Innovation
Department of Corporate and Digital Development



“The Digital and Social Media degree at UTS is a game-changer that equips you with a diverse skill set applicable to various industries. From user experience design to multimedia proficiency, coding prowess, and linguistic theory, this degree helps you excel and stand out in the job market. The hands-on learning approach and supportive environment foster growth, making it an invaluable opportunity for anyone looking to pursue a career in Digital and Social Media, regardless of their preferred industry.”

CAREERS

Digital content producers, social media managers, communication strategists, digital platform specialists, UX/UI designers, data analyst.

COURSE STRUCTURE

3 core Communication subjects 8 Digital and Social Media major subjects + 8 subjects (48 credit points worth) from second major and elective choices OR second major stream (3 subjects) and elective choices.

SAMPLE SUBJECTS

- Digital Media Industries
- Understanding Digital Audiences
- User Experience Research
- Digital Activism
- Working with Data and Code
- Making Digital Impact

WHY DIGITAL AND SOCIAL MEDIA AT UTS?

- Develop in-demand skills in user experience (UX) design, data analysis and data visualisation (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 and Political Sciences, Writing and Publishing, Strategic Communication, or Media Business.



WANT TO LEARN MORE?

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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.

2023 Selection Rank:	80.25
With International Studies:	81.55
With Law:	96.35
With Creative Intelligence and Innovation:	87.75
Duration:	3 years full-time
UAC code:	600013
Adjustment factors:	Applicable

Georgio Platias
Graduate
Corporate Counsel
TEG Pty Ltd



“UTS Journalism emphasizes practicality, providing direct access to experienced academics who are practiced journalists. You're encouraged to be curious and challenge yourself. The coursework mirrors real-world scenarios, teaching essential journalistic skills like interviewing, story sourcing, editing, and media law, which are highly transferable between disciplines. UTS Journalism equips you with the tools to succeed, along with valuable industry access and networking opportunities. This makes the journalism course second to none.”

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 8 Journalism major subjects + 8 subjects (48 credit points worth) from second major and elective choices OR second major stream (3 subjects) and elective choices.

SAMPLE SUBJECTS

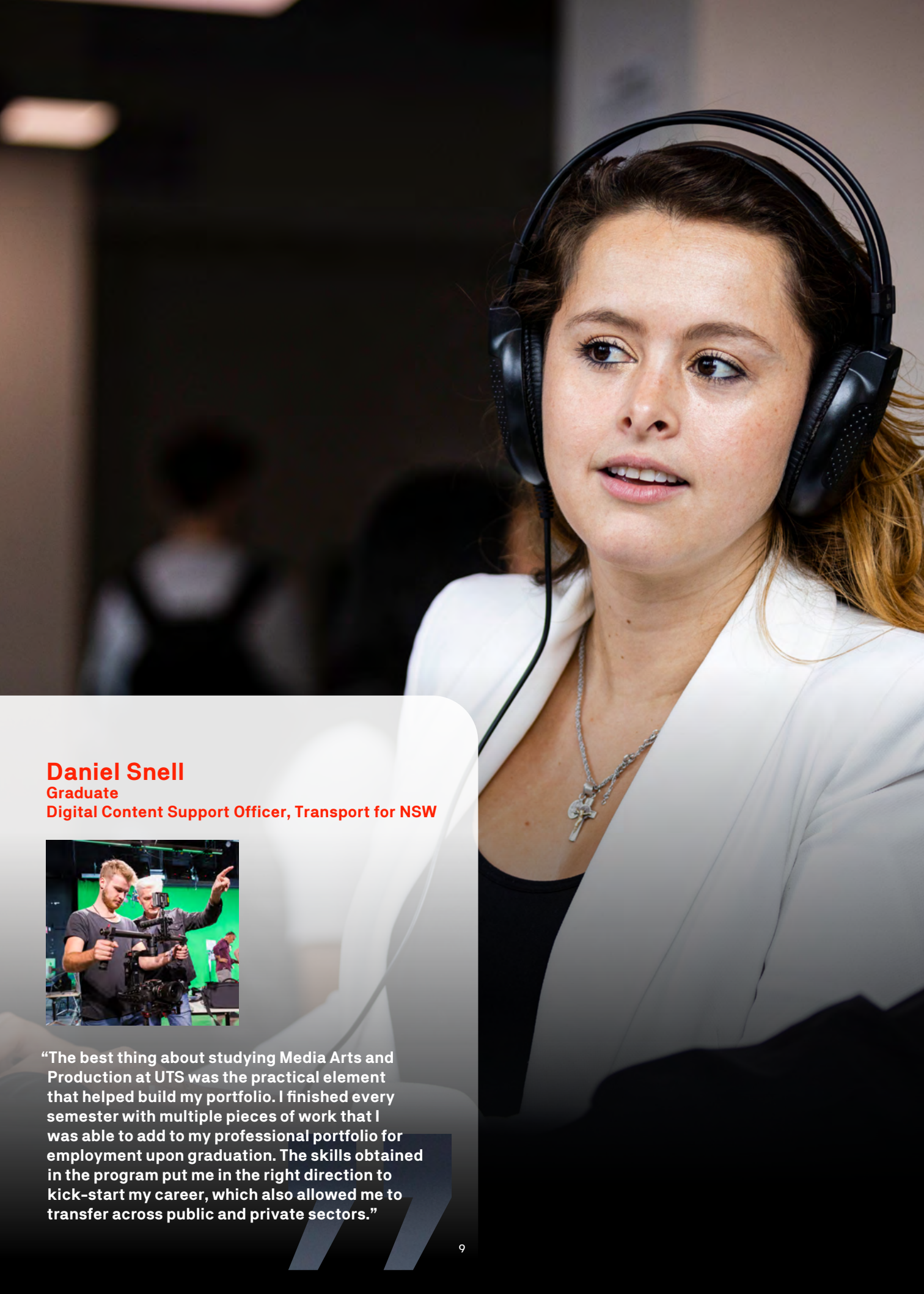
- Media Law and Ethics
- News Now
- Multimedia Features
- Digital Journalism Research
- Investigations, Data and Collaboration
- Professional Project

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 2021 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
- Experience the Foreign Correspondent Study Tour (FCST) at UTS, which offers students the opportunity to spend two weeks working as foreign correspondents in various countries, such as the Philippines, Tunisia, Jordan, India, or Thailand.



WANT TO LEARN MORE?
Visit our website for further
information and course videos



Daniel Snell

Graduate

Digital Content Support Officer, Transport for NSW



“The best thing about studying Media Arts and Production at UTS was the practical element that helped build my portfolio. I finished every semester with multiple pieces of work that I was able to add to my professional portfolio for employment upon graduation. The skills obtained in the program put me in the right direction to kick-start my career, which also allowed me to transfer across public and private sectors.”

Bachelor of Communication (Media Arts and Production)

If you've got a passion for film and media, unleash your creativity and discover how to bring your ideas to life in this hands-on degree. Designed for the rapidly evolving media landscape, learn the fundamentals of filmmaking and storytelling for the screen, while also developing skills as an effective communicator. By the end of your study, you'll have a portfolio of work or showreel to show employers, skills to use industry-standard software and equipment, and the ability to conceptualise, produce and deliver engaging stories across multiple formats, platforms and media.

2023 Selection Rank:	84.50
Duration:	3 years full-time
UAC code:	600018
Adjustment factors:	Applicable

COMBINED WITH INTERNATIONAL STUDIES

2023 Selection Rank:	86.85
Duration:	5 years full-time
UAC code:	609310

COMBINED WITH LAW

2023 Selection Rank:	96.75
Duration:	6 years full-time
UAC code:	609002

COMBINED WITH CREATIVE INTELLIGENCE AND INNOVATION

2023 Selection Rank:	88.75
Duration:	4 years full-time
UAC code:	609510

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 +8 Media Arts and Production major subjects + 8 subjects (48 credit points worth) from second major and elective choices OR second major stream (3 subjects) and elective choices.

SAMPLE SUBJECTS

- Exploring Media Arts
- Creating Documentary
- Drama Production
- Experimental Media
- Media Arts Specialist Modules
- Media Arts Project
- Screen Story and Creative Project Development

WHY MEDIA ARTS AND PRODUCTION AT UTS?

- Access our CILECT membership, connecting you to a global network of industry leaders and fostering artistic excellence through cutting-edge education.
- Join a network of Creative Industry alumni recognized for award-winning creativity, including Academy Awards, Emmys, Tropfest, Cannes, and more.
- Specialize in screen production areas like post-production, cinematography, sound, or new media.
- Learn from accomplished academics and film industry practitioners.
- Collaborate with peers and experiment with genres like documentary, short film, animation, TV, music videos, and more.
- Build a professional showreel and showcase your work annually.
- Engage in our robust Work-Integrated Learning (WIL) program for hands-on learning and professional growth.



WANT TO LEARN MORE?

Visit our website for further information and course videos

Bachelor of Communication (Strategic Communication)

Get ready to engage the public with a degree that's all about communicating effectively and strategically. You'll become a master of campaign design and production, a skilled writer and media manager, an expert event designer and evaluator, and a savvy professional who can spot a sponsorship opportunity from miles away. Practical application is key to this course: you'll work with real clients, respond to real briefs, and explore genuine industry case studies as you build your expertise. By the end of your study, you'll be qualified and job-ready for a career in public relations and advertising, with a portfolio of work to prove your skills to employers.

2023 Selection Rank:	80.30
With International Studies:	81.85
With Law:	97.85
With Creative Intelligence and Innovation:	83.30
Duration:	3 years full-time
UAC code:	600023
Adjustment factors:	Applicable

Divya Saxena Student



“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.”

*Prior to 2022 this course was known as Public Communication

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 + 8 Strategic Communication major subjects + between 6 and 8 subjects (48 credit points worth) from second major and elective choices OR second major stream (3 subjects) and elective choices.

SAMPLE SUBJECTS

- Emergent Public Relations
- Creative Advertising
- Strategic Communication Design
- Multimodal Storytelling
- Branding and Reputation
- The Agency

WHY STRATEGIC COMMUNICATION AT UTS?

- Get the benefits of a course that's accredited with the Public Relations Institute of Australia (PRIA)
- Learn from globally recognized academics and industry professionals with vast expertise in communication
- Work with real life organisations and actively engage with industry
- Apply for optional internship opportunities in the industry, participate in subject-led competitions, and build a digital portfolio for your CV
- Add a second major to your degree. Options include Journalism, Social and Political Sciences, Digital and Social Media, Writing and Publishing, or Media Business
- Be career-ready for government, corporate, or not-for-profit sectors, delivering multimodal communication campaigns, research, storytelling, and an effective usage of traditional and online media.



WANT TO LEARN 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.

2023 Selection Rank:	72.25
With International Studies:	75.15
With Law:	96.60
With Creative Intelligence and Innovation:	80.06
Duration:	3 years full-time
UAC code:	600028
Adjustment factors:	Applicable

Victoria Shehadie

Graduate

Senior Associate, 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 + 8 Social and Political Sciences major subjects + between 6 and 8 subjects (48 credit points worth) from second major and elective choices OR second major stream (3 subjects) and elective choices.

SAMPLE SUBJECTS

- Self and Society
- Histories of the Present
- Comparing Indigenous Histories and Politics
- Political Ideas and Change
- Global Economies
- Investigating Urban Change
- Advocacy and Policy
- Professional Placement

WHY SOCIAL AND POLITICAL SCIENCES AT UTS?

- Undertake a professional placement with a community group, public sector organisation, or corporation.
- Learn from our highly accomplished academics and industry practitioners, who will inject your theoretical learning with practical activities
- Participate in a real-world organisation, such as a political party, religious institution or advocacy group, and see first-hand 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, Writing and Publishing, Digital and Social Media, Strategic Communication, or Media Business.



WANT TO LEARN MORE?

Visit our website for further information and course videos

Bachelor of Communication (Media Business)

A course developed to respond to industry demand, the Media Business major focuses on cultivating the necessary management skills for contemporary media leadership. With a basis in ethical and effective practice, the course ensures students have the capacity to coordinate financial and legal concerns, people management, and creativity within the media industry. Designed for students with an interest in any aspect of media production, from film and TV, to advertising, music, games, online content, and more, this course ensures you walk away with the capacity to apply core business skills to this broad industry. You will develop an understanding of how power, influence, economics, and legal obligations affect media processes and content creation, and the necessary management skills to be an effective communicator and business leader.

2023 Selection Rank:	80.25
With International Studies:	82.20
With Law:	97.40
With Creative Intelligence and Innovation:	84.85
Duration:	3 years full-time
UAC code:	600024
Adjustment factors:	Applicable

CAREERS

Career options are vast, with the skills developed in the course applying to many creative industries. Graduates might pursue business careers within music companies, television and film production companies, advertising agencies, games companies, online and web platforms, and many others, primarily roles within business development, strategic planning, promotion, policy, and consultancy.

COURSE STRUCTURE

3 core Communication subjects + 8 Media Business major subjects + 8 subjects (48 credit points worth) from second major and elective choices OR second major stream (3 subjects) and elective choices.

SAMPLE SUBJECTS

- Media Law and Ethics
- People and Organisations
- Digital Media Industries
- Branding and Reputation
- Creative Entrepreneurship
- The Media Business

WHY MEDIA BUSINESS AT UTS?

- Based in fundamentals of business-practice, including two subjects housed within UTS Business School
- Learn transferable skills that apply broadly, with key specifications for the media industry
- Participate in real projects, testing your business acumen across different stages of the production process, and within different types of media
- Develop a portfolio of work to show to potential employers
- Creative Entrepreneurship allows you to apply your skills in a working environment



WANT TO LEARN MORE?

Visit our [website](#) for further information and course videos



For applicants based outside of Australia looking to study this course

ELIGIBILITY

International applicants require a competitive pass in a recognised matriculation examination, equivalent to an Australian Year 12 qualification or a recognised bachelor's degree equivalent to an Australian bachelor's degree.

STUDENT VISAS

To be eligible to apply for a student visa to study in Australia, international students must enrol in a course offered full time and on campus. Australian student visa regulations also require international students studying on student visas to complete the course within the standard full-time duration. Students can extend their courses only in exceptional circumstances.

ENGLISH LANGUAGE PROFICIENCY REQUIREMENTS

There is an English-language proficiency requirement to undertake this course. For international students or local applicants with international qualifications, these are:

Academic IELTS

6.5 overall with a writing score of 6.0

TOEFL

Paper based: 550-583 overall with TWE of 4.5, internet based: 79-93 overall with a writing score of 21

AE5 – Pass

PTE – 58-64

CAE – 176-184

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♦Times Higher Education Young University Rankings 2023,
QS Top 50 Under 50 2016-2023

DISCLAIMER: The information in this brochure is correct as at August 2023. Changes in circumstances after this date might alter the accuracy or currency of the information. UTS reserves the right to alter any content described in this brochure without notice. Readers are responsible for verifying information that pertains to them by contacting the university.

Note, this guide is for local students. International students should refer to the International Course Guide or uts.edu.au/international