

Media & Communication

Courses - Victoria

2017

This document has been developed to assist students and parents in researching undergraduate media and communication courses. It isn't an exhaustive list, and students are encouraged to research their options and to attend tertiary information seminars throughout the year.

Courses include

Film & Television	Journalism
Media	Professional Writing
Public Relations	Marketing
Advertising	Screen

Exploring courses

You can search the state-based Tertiary Admission Centre websites for information about courses. Please be aware that this information is for the **2017 selection period** and some **courses may change in 2018**. **ATARs are for the 2017 selection period and may rise or fall in the 2018 selection period**. Please only use them as a guide. To search for Victorian courses, use the Victorian Tertiary Admission Centre (VTAC) course search function at <http://www.vtac.edu.au/>

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Information taken from the 2018 Undergraduate Course Guide. Code: B = Burwood, G = Geelong. Cloud courses not included. All ATARs listed are from the 2017 selection period. NP = ATAR not published.

Course search, <http://bit.ly/2kSbwAL> To map careers to courses and vice versa, use the Deakin Explore website - <http://explore.deakin.edu.au/>

JOURNALISM

- Bachelor of Communication (Journalism), B – 61.4, G – 56.65.

PUBLIC RELATIONS

- Bachelor of Communication (Public Relations), B – 65.05, G – 62.65.

FILM, MEDIA

- Bachelor of Communication (Digital Media), B – NP, G – NP.
- Bachelor of Film and Digital Media: major in Animation, Film Studies or Digital Media and can choose a minor from areas such as Film or Professional and Creative Writing, B - NP
- Bachelor of Creative Arts (Film and Television), B – 73.65

WRITING

- Bachelor of Arts (Professional and Creative Writing), B – 61.05, G – 59.05.

MARKETING

- Bachelor of Commerce: can major in Marketing, B – 80, G – 64.7. Can combine the Bachelor of Commerce with one of the following degrees:

Arts (B – 64.05, G – 62.75)

Arts – Chinese (B - NP)

Information Systems (B – 76.3)

Laws (B – 90.5, G – 84.65)

Science (B – 80.3)

Food and Nutrition Sciences (B – 68.2)

International Studies (B – 66.4, G – 68.3)

Property and Real Estate (B – 81)

Public Health and Health Promotion (B – 73.5)

ARTS

If you aren't sure what area you would like to specialize in or would like to study two areas, you can undertake a Bachelor of Arts. You can complete either a double major or a major plus a minor from any of the areas listed below. For example, you could choose a double major in journalism and media studies or a major in public relations and a minor in criminology. Bachelor of Arts, 3-years. B – 63.9, G – 55.9.

Film & Television	Journalism
Media Studies	Professional and Creative Writing
Public Relations	Sport and Society (minor)
Animation	Anthropology
Arabic	Australian Studies
Children's Literature	Chinese
Criminology	Dance
Drama	Education
Visual Communication Design	Gender and Sexuality
Geography (minor)	History
Indonesian	International Relations
Visual Arts	Language and Culture Studies
Literary Studies	Sustainability and Society (minor)
Middle East Studies	Motion Capture (minor)
Philosophy	Photography
Politics and Policy Studies	Studies of Religions
Professional Experience and Practice (minor)	Spanish
Sociology	

You can combine the Bachelor of Arts with one of the following degrees (4-years full time):

- Commerce, B – 64.05, G – 62.75
- International Relations, B – 61.65
- Law, B – 91.05, G – 85.5
- Science, B – 60.20
- Health Science, B – 60.75

Information taken from the 2018 Undergraduate Course Guide. Code: M = Melbourne, B = Bendigo, AW = Albury Wodonga. All ATARs listed are from the 2017 selection period. NP = ATAR not published. Course search, www.latrobe.edu.au/courses

MEDIA, COMMUNICATION

- **Bachelor of Media and Communication:** choose a major from Journalism (M – 50), Media Industries (M – 50.85), Sport Journalism (M – 50.03) or Public Relations (M – NP). You can choose to combine the degree with the Bachelor of Law (M – NP).
- **Bachelor of Creative Arts:** choose two majors from the following areas- Screen, Writing, Visual Arts and Theatre. ATAR – the different majors are offered at different campuses with varying ATARs.

MARKETING

- Bachelor of Business majoring in Marketing, M – 50.05, B – 50.2, AW - NP.
- Bachelor of Business (Event Management/Marketing), M – 50.05, B – NP
- Bachelor of Business (Marketing), M – 50.25
- Bachelor of Commerce majoring in Marketing, M – 80
- Bachelor of Business/Master of Management, M - NP

EARLY ENTRY

- Aspire Early Entry Program- applications open 1 June 2017, <http://bit.ly/1cXetap>

ARTS

If you aren't sure what area you would like to specialize in or would like to study two areas, you can undertake a Bachelor of Arts. You can complete either a double major or a major plus a minor from any of the areas listed below. Relevant majors include: **Media Arts, Media Studies, Communication Studies,** and **Creative and Professional Writing.** ATAR: all campuses – 50+

Majors

Chinese	French
Japanese	Indonesian
Italian	Spanish
Modern Greek Studies	Anthropology
Aboriginal Studies	Archaeology
Asian Studies	Crime, Justice and Legal Studies
English	Gender, Sexuality and Diversity Studies
History	Human Geography
International Studies	Linguistics
Philosophy	Politics
Sociology	Sustainability and Development
Screen Studies	

Minors

Hindi	Classics and Ancient History
Latin America Studies	Photojournalism
Theatre and Drama	

You can combine with Bachelor of Arts with one of the following degrees (4-years full time):

- Commerce, M – 80.95
- Law, M – 90.05
- Science, M – 60.75
- Health Science, M – 55.5

Information taken from the 2018 Undergraduate Course Guide. Listed ATARs are from the 2017 intake.

Course search, <http://bit.ly/2fPSg2V>

Vocational courses

Screen and Media	Broadcast Journalism
Professional Writing and Editing	Marketing and Communication
Film and Television	Digital Media Technologies

University courses (Hawthorn campus)

FILM, TELEVISION

- Bachelor of Film and Television (Honours), 90.05
- Bachelor of Screen Production, 65.05
- Film and Television (Vice Chancellor's Excellence Scholarship), 95+
- Film and Television (Dean's Outstanding Achievement Scholarship), 90+

MEDIA, COMMUNICATION

- **Bachelor of Media and Communication (Professional)**, ATAR = 80+. You can pick one major from the list below and will be guaranteed 12-months of paid industry experience (other majors available).
- **Bachelor of Media and Communication, 60.10**. Can pick 1 or 2 majors from the list below (other majors available). You can combine the Bachelor of Media and Communication with a degree in Business (60.55), Health Science (NP), or Law (NP).

Advertising	Cinema and Screen Studies
Creative Writing and Literature	Digital Advertising Technology
Journalism	Media Industries
Professional Writing and Editing	Social Media
Public Relations	

- Media and Communications (Vice Chancellor's Excellence Scholarship), 95+
- Media and Communications (Dean's Outstanding Achievement Scholarship), 90+
- UniLink Diploma of Arts and Communication (see next page), 52.35

ARTS

- **Bachelor of Arts (Professional)**, ATAR = 80+. You can pick two majors from the list below and will be guaranteed 12-months of paid industry experience (other majors available).
- **Bachelor of Arts**, 60.25. Can choose 1 or 2 majors from the list below (other majors and minors available). Can complete a co-major in an area such as Cinema and Screen Studies, Marketing, Public Relations or Screen Production. You can combine the Bachelor of Arts with a degree in Business (60.2), Science (65.75), Law (90+), or Secondary Teaching (66.35).
- Journalism @ Swinburne website 'The Standard' - <http://www.swinjournalism.org/>

Advertising	Cinema and Screen Studies
Creative Writing and Literature	Digital Advertising Technology
Journalism	Media Industries
Professional Writing and Editing	Social Media

- **UniLink Diploma of Arts and Communication**: 8-month pathway course for students who don't receive the required ATAR to get directly into their desired course. 2017 ATAR – 52.35. Once students have successfully completed the Diploma, they will be guaranteed entry into second year of an approved course providing academic expectations are met, <http://bit.ly/1TVZxI0>

MARKETING

- **Bachelor of Business (Professional) majoring in Marketing**, ATAR = 80+.
- **Bachelor of Business majoring in Marketing**, 60.05. Can do a co major in an area such as Advertising, Cinema and Screen Studies, Creative Writing and Literature, Media Industries, Professional Writing and Editing, Public Relations, and Social Media or a minor in Advertising, Public Relations or Social Media. Can combine the Bachelor of Business with one of the following degrees – Aviation Management (70+), Arts (60+), Design (65.10), Media and Communications (60.55), Law (87.25), Health Science (60.10), Engineering (75.05), Secondary Teaching (60+)
- Business and Management (Vice Chancellor's Excellence Scholarship), 95+
- Business and Management (Dean's Outstanding Achievement Scholarship), 90+
- UniLink Business, 8-month pathway course for students who don't receive the required ATAR to get directly into their desired course. 2017 ATAR – 51.20.

Information taken from the 2018 Undergraduate Course Guide. Listed ATARs are from the 2017 intake.

Code: Additional selection criteria = RC. To search for courses, go to <http://bit.ly/215pQFx>

Vocational courses

Screen and Media (Television Production)	Screen and Media (Film & Television Production)
Professional Writing and Editing	Marketing and Communication
Screenwriting	Interactive Digital Media
Public Relations	

University courses

You will study one of five contextual strands as part of the following degrees: Journalism, Public Relations, Creative Writing, Media, Professional Communication and Advertising. The five strands are: Asian Media and Culture; Cinema Studies; Politics Economies Communication; Literary Studies; and Approaches to Popular Culture.

COMMUNICATION, WRITING

- Bachelor of Arts (Creative Writing) (RC)
- Bachelor of Communication (Journalism) (81.20),
- Bachelor of Communication (Public Relations) (80.55)
- Bachelor of Communication (Professional Communication) (84.70). You can specialise in Journalism, Media, Advertising, or Public Relations.
- Associate Degree in Professional Writing and Editing (RC). Upon completion of the two-year program, students may apply for the Creative Writing, Journalism or Public Relations degree listed below with exemptions.

MARKETING, ADVERTISING

- Bachelor of Marketing (70.10). Can complete a second major in an area such as management or entrepreneurship.
- Bachelor of Marketing (Applied) (80.10). Four-year degree. Students will undertake a year of industry placement.
- Bachelor of Communication (Advertising) (RC).

SCREEN, MEDIA

- Associate Degree in Screen and Media Production
- Bachelor of Communication (Media) (78.25).

Information taken from the 2018 Undergraduate Course Guide. Listed ATARs are from the 2017 intake. To search for courses, go to <http://coursesearch.unimelb.edu.au>

Bachelor of Arts: There are over 40 majors and minors in the Bachelor of Arts. Relevant majors include **Creative Writing, English and Theatre Studies, Media and Communication,** and **Screen and Cultural Studies**. 2017 ATAR – 89.3. Access Melbourne entry – 80.

- Bachelor of Arts (Extended) (Indigenous entry) - range of selection criteria for entry.
- Bachelor of Arts (Chancellor's Scholars Program) – 99.9.

Other majors and minors include

Ancient World Studies	Anthropology
Arabic	Arts History
Asian Studies	Australian Indigenous Studies
Chinese Language	Classics
Criminology	Economics
Spanish and Latin American Studies	French
Gender Studies	Geography
German	Hebrew and Jewish Studies
History	History and Philosophy of Science
Indonesian	Islamic Studies
Italian	Japanese
Linguistics and Applied Linguistics	Philosophy
Politics and International Studies	Psychology
Russian	Sociology
Development Studies (minor)	Chinese Studies (minor)
English Language (minor)	Environmental Studies (minor)
European Studies (minor)	Knowledge and Learning (minor)
Law and Justice (minor)	Social Theory (minor)

Bachelor of Fine Arts: range of selection criteria for entry.

- Bachelor of Fine Arts (Film and Television)
- Bachelor of Fine Arts (Screenwriting)

Listed ATARs are from the 2017 intake. To search for courses, go to <http://bit.ly/2naF88F>

Undergraduate courses:

JOURNALISM, FILM, COMMUNICATION, MEDIA

- **Bachelor of Arts:** 85.05 – Clayton, 81.05 - Caulfield.
- **Bachelor of Arts (Indigenous Entry):** additional selection criteria
- **Diploma of Liberal Arts:** You can complete a major in one of the following areas within the Diploma whilst studying a single or double Bachelor degree: Communications and Media Studies, Film and Screen Studies, Journalism, or Theatre. For example, you could study a Bachelor of Science with a Diploma of Liberal Arts specialising in Journalism.

Relevant majors in the Bachelor of Arts include **Communications and Media Studies, Film and Screen Studies, Journalism, and Theatre.**

Other majors and minors include

Ancient Cultures	Anthropology
Australia in the World	Behavioural Studies
Bioethics	Chinese Studies
Criminology	English as an International Language
French Studies	German Studies
History	Holocaust and Genocide Studies
Human Geography	Human Rights
Indigenous Cultures and Histories	Indonesian Studies
International Relations	International Studies
Islamic Studies	Italian Studies
Japanese Studies	Jewish Studies
Korean Studies	Linguistics
Literary Studies	Music
Performance	Philosophy
Politics	Psychology
Religious Studies	Sociology
Spanish and Latin America Studies	Ukrainian Studies

JOURNALISM, FILM, COMMUNICATION, MEDIA

Bachelor of Arts Vertical Pathway: 90.25. Can complete a Bachelor of Arts plus an eligible Master degree within 4-years. Relevant programs are:

- Bachelor of Arts/Master of Media and Communication Studies
- Bachelor of Arts/Master of Journalism

Bachelor of Arts double degree: You can combine the Bachelor of Arts with one of the following degrees:

Music (additional selection criteria)	Visual Arts (additional selection criteria)
Business Specialist (Accounting, Banking and Finance, International Business, Marketing) (85+)	Commerce Specialist (Actuarial Science, Finance, Economics) (91+)
Business (84.4)	Commerce (92.45)
Engineering (Honours) (91)	Information Technology (85.45)
Laws (Honours) (98)	Education (Honours) (85+)
Science (85)	

MARKETING

- **Bachelor of Commerce (majoring in Marketing Science):** 90.3. Can combine with a Bachelor of Arts, Biomedical Science, Commerce Specialist, Computer Science, Global Studies, Information Technology, Music, Science, Education, Engineering, or Laws.
- **Bachelor of Business (majoring in Marketing):** (82.05). Can combine with a Bachelor of Arts, Business Specialist, Information Technology, Design, Education or Fine Art.
- **Bachelor of Business (Specialist – Marketing),** (82.7). Can combine with a Bachelor of Business, Arts, or Information Technology.

Information taken from the 2017 Undergraduate Course Guide. No ATARs were published from the 2017 intake. Course search, <http://bit.ly/2fPSg2V>

Vocational course

- Professional Writing and Editing

University courses

SCREEN, MEDIA

- **Bachelor of Screen Media.** For students interested in film, television, radio, screen culture, or online and mobile media production. Complete a minor from the following list: Writing, Digital Media, Marketing Communication or Visual Art.

WRITING, COMMUNICATION

- **Bachelor of Arts.** Relevant majors include: Communication Studies and Writing. You can pick a second major in one of the following areas: Aboriginal Yulendi, Gender Studies, History, Literary Studies, Political Science, Sociology, Vietnamese Studies, or Visual Art.

MARKETING

- **Bachelor of Business.** Complete a major in Business. Students can choose a second major from the following list

Accounting	Banking and Finance
Event Management	Financial Risk Management
Human Resource Management	Information Systems Management
International Hospitality Management	International Tourism Management
International Trade	Management and Innovation
Music Industry	Supply Chain Management

OFFSET JOURNAL

- This is produced by third-year Victoria University College of the Arts students. High school students can submit their work to be published in the journal, <https://offsetartsjournal.com/>

Information taken from the 2017 Undergraduate Course Guide. No ATARs were published from the 2017 intake. Course search, <http://bit.ly/2fPSg2V>

Vocational course

- Professional Writing and Editing

University courses

WRITING, MEDIA

- **Bachelor of Arts.** Relevant majors include: Media and Screen Studies and Writing. You can pick a second major in one of the following areas: Global and International Studies, History, Indigenous Studies, Japanese, Literature, Philosophy or Psychology.

MARKETING

- **Bachelor of Business.** Can major in Marketing plus a second major from the following list: Management or Human Resources Management.
- **Bachelor of Business (Marketing):** same as above.

Other

FILM, TELEVISION

- Diploma, Associate Degree, and Bachelor of Film, SAE Qantm, Melbourne, <http://bit.ly/29w4yYj>
- Diploma of Film and Television and Bachelor of Creative Arts (Film and Television), JMC Academy, Melbourne, <http://bit.ly/1MqPjQT>

PUBLIC RELATIONS, JOURNALISM

- Diploma and Bachelor of Journalism, Macleay College, Melbourne, <http://bit.ly/2evZjj0>
- Diploma of Public Relations, Macleay College, Melbourne, <http://bit.ly/2pMc214>
- Bachelor of Professional Communication, CQUni, Distance, <http://bit.ly/2pLhp28>
- Diploma of Entertainment Journalism, Collarts, Melbourne, <http://bit.ly/2q4CO9o>

MARKETING, ADVERTISING

- Diploma and Bachelor of Advertising and Media, Macleay College, Melbourne, <http://bit.ly/2pef3aS>
- Diploma of Marketing, Macleay College, Melbourne, <http://bit.ly/2pEZxO>
- Diploma of Marketing and Communication and Bachelor of Business (Marketing Management), Holmesglen Institute, Chadstone, <http://bit.ly/2pbsKX7>
- Bachelor of Business (Marketing), CQUni, Distance, <http://bit.ly/2q4ZFIO>