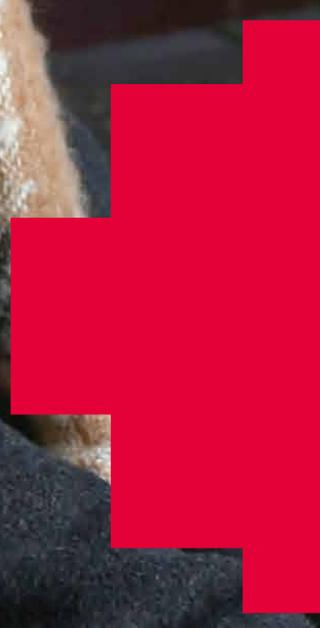




—  
**Communication**

- › Advertising
  - › Journalism
  - › Media
  - › Professional Communication
  - › Public Relations
- 

# The communication industries are constantly evolving, with new technologies, new channels and new opportunities. RMIT will prepare you for jobs that don't yet exist.

Communication is no longer "one way" and you'll need the broad knowledge and an ability to adapt that RMIT provides, to wear many hats and be a well-rounded, professional communicator.

Students across these programs are able to take up internship opportunities in real industry workplaces through RMIT's Work Integrated Learning (WIL).

WIL increases your exposure to real scenarios within your discipline and introduces you to industry practices through integrated academic learning.

These connections help you build your network and get your "foot in the door". Your career starts in the classroom, as you will study with others who will become your colleagues and clients.

Communication degrees at RMIT include advertising, journalism, media, public relations and professional communication. In these programs you are able to choose a Contextual Stream which gives you additional recognition for having completed a secondary specialisation within your degree.

Contextual Study Streams include:

- Approaches to Popular Culture
- Asian Media and Culture
- Cinema Studies
- Literary Studies
- Politics, Economics and Communication.

Look for the Contextual Study Stream courses in the program structure:

Contextual  
Study Course

# Bachelor of Communication (Advertising)

BP219 City 3 years full-time VTAC 3200332461 Selection Task (see below)  
[rmit.edu.au/programs/bp219](http://rmit.edu.au/programs/bp219)

Advertising has come a long way from the days of Mad Men, billboards and direct mail.

Digital screens, social media, television commercials, online banners, email and niche magazines are all part of the advertising mix. It takes creativity, analytical skills and specialist market knowledge to generate attention and create a bond between brands, products and consumers.

## Learn the industry inside out

This degree provides professional preparation for a stimulating career in the highly competitive and constantly changing global advertising industry.

The course has three distinct focuses:

- art direction
- copywriting
- strategy planning/account management.

There is a strong focus on critical and conceptual thinking and you'll learn how to use these skills to solve marketing problems, generate attention for brands and products, and build an emotional bond between a brand and consumers.

## Get creative

This course is different to other universities. It offers you a creative advertising degree that combines theoretical and industry knowledge with hands-on professional skills including copywriting, art direction and strategy planning.

It provides an overview of the role and value of advertising within broader marketing and communication practice, as well as in-depth study of advertising media and strategic and creative disciplines. You will experience a variety of interactive learning and teaching approaches, both face to face and online, with a strong emphasis on industry relevance and creative outcomes.

## Where will you work?

Our graduates go on to work both locally and internationally in a variety of roles, from art direction and copywriting, to media planning and client management.

This program is ranked number five in the world and number one in Australia (Young Guns). It is one of the few creative advertising degrees which teach business and creative strategy.



## Azahn Munas

Bachelor of Communication (Advertising) graduate

Account Executive at J. Walter Thompson Worldwide



My tutors pushed me to take risks and challenge myself as a creative, but also took the time to provide invaluable and constructive feedback. RMIT has been great to network and secure connections and partnerships for my future.



## Program structure

Year 1	Advertising Foundations	Creative Advertising	Contextual Study Course
	Advertising Campaign Strategy	Advertising Media	Contextual Study Course
Year 2	Art Direction	Contextual Study Course	Program Elective
	Copywriting	Contextual Study Course	University Elective
Year 3	Advanced Creative Advertising	Contextual Study Course	Program Elective
	Advertising Capstone	Program Elective	University Elective

Legend:

Core Skills University Elective Contextual Study Course Program Elective

## Quick facts

- Approximately 11-14 hours on-campus study per week.
- Approximately 24 hours self-directed learning per week.
- High profile industry guest speakers.



To find more detailed information about the courses listed in the program structure, visit [rmit.edu.au/programs/bp219](http://rmit.edu.au/programs/bp219)

# Bachelor of Communication (Journalism)

BP220 City 3 years full-time VTAC 3200332091 ATAR (2018: 81.30)  
[rmit.edu.au/programs/bp220](http://rmit.edu.au/programs/bp220)

Despite news to the contrary, demand for graduates with journalism skills continues to grow. We are finding there are more jobs available than can be filled by graduates each year, particularly in regional areas and media start-ups.

The many jobs created in new media, digital media and corporate communications is more than making up for the old media jobs that have been lost.

One of the many benefits of studying journalism at RMIT is the relatively small size of the program. Students get to know each other well, and are closely supported by a committed and experienced teaching and technical staff.

## Practical skills in industry environments

Industry practitioners and journalism academics—with solid local and international experience—will guide your studies at RMIT in world-class facilities, including fully equipped radio and television studios located in RMIT's Media Precinct.

You will broaden your understanding of major local and international issues, and learn about the industry's historical, political and cultural contexts, through a suite of electives.

## RMIT ABC Fact Check

RMIT University and ABC News have partnered to relaunch award-winning news service Fact Check, to be based in Melbourne at the University's state-of-the-art Media Precinct.

## Skills for an evolving industry

RMIT journalism students develop strong research, writing and storytelling skills across all news delivery platforms. You will explore the latest technologies in journalism like virtual reality, data analysis and visualisation, drone journalism and multimedia storytelling.

## Where will you work?

Even in a changing media landscape, most of our students still go on to work in mainstream news outlets such as newspapers, radio and television.

Local and international news media still regard RMIT's journalism program as one of the most prestigious in Australia.

Increasingly, our graduates are also offered work in new online ventures such as UberEats, Broadsheet and corporate settings such as the newsrooms of large sporting codes.



## Jarni Blakkarly

Investigative Journalist,  
SBS News

Bachelor of Communication  
(Journalism)

Recent graduate Jarni Blakkarly has already built an international reputation.

- Won the 2016 Walkley Student Journalist of the year
- Undertook international study placements through the Australian Consortium for In-Country Indonesia Studies and at *The Japan Times*
- Completed a number of internships including at Reuters and ABC's 7.30
- Freelances for the ABC, Al Jazeera, Reuters, Crikey and BBC World Service.

## Program structure



Legend:

Core Skills University Elective Contextual Study Course Program Elective

To find more detailed information about the courses listed in the program structure, visit [rmit.edu.au/programs/bp220](http://rmit.edu.au/programs/bp220)

# Bachelor of Communication (Media)

BP221 City 3 years full-time VTAC 3200332451 ATAR (2018: 78.50)  
[rmit.edu.au/programs/bp221](http://rmit.edu.au/programs/bp221)

## What is your story? Do you lead your friends in understanding and using new media technologies?

Media might be the area best suited to help you develop an edge as a multi-skilled, global thinker and producer. You'll experiment and innovate to help shape the future directions of the media industry.

Technological and societal changes have affected the way audiences view and discover content. This has dramatically changed the media industry, not least by creating new job roles and opportunities for organisations to expand their product and service offerings.

This degree has a unique combination of industry training and academic study, which teaches you to analyse media in a broad historical and cultural context.

### Specialised areas of study

Staff come from a variety of media industries including film and television, broadcast radio and interactive documentary practice. Studios are offered in audio and visual production for social media and web, transmedia storytelling, film culture and criticism, live TV, radio and podcasting, short film production, and cross disciplinary projects.

### Let your creativity flow

This degree runs within small class-sized, project-based studio environments, in which you will actively participate and develop skills in key parts of contemporary media production processes.

### Where will you work?

You will learn to deliver innovative content for a wide range of existing and new platforms.

Graduates have gone on to accept roles in:

- internet and mobile media, as social media producers, publishers and web content developers
- film and television, as directors, producers, camera operators and video artists
- radio, as presenters, producers, station managers and editors
- cultural organisations, as film festival directors, curators, and reviewers.

### Program structure

Year 1	Media 1	Contextual Study Course	Program Elective
	Media 2	Contextual Study Course	Program Elective
Year 2	Media 3	Contextual Study Course	Program Elective
	Media 4	Contextual Study Course	University Elective
Year 3	Media 5	Contextual Study Course	Program Elective
	Media 6	Program Elective	University Elective

Legend:

Core Skills University Elective Contextual Study Course Program Elective



## Brodie Lancaster

Bachelor of Communication (Media)

- Founder and editor of *Filme Fatales* zine
- Managing Editor at *The Good Copy*, a writing studio, publisher and grammar school
- Coordinator of the Independent Photography Festival
- Author of *No Way! Okay, Fine*. Recently published by Hachette, a memoir of pop culture, feminism and feelings.

## Quick facts

- Each semester there are 10-12 studio options
- Examples of what you learn in studios can be found at [www.mediafactory.org.au/studios](http://www.mediafactory.org.au/studios)

To find more detailed information about the courses listed in the program structure, visit [rmit.edu.au/programs/bp221](http://rmit.edu.au/programs/bp221)

# Bachelor of Communication (Professional Communication)

BP222 City 3 years full-time VTAC 3200332701 ATAR (2018: 82.00)  
[rmit.edu.au/programs/bp222](http://rmit.edu.au/programs/bp222)

## Perfect for the multi-skilled and inquisitive mind!

In a changing environment that's heavily influenced by cultural trends and advancements in technology, communication empowers people.

This degree will make you a multi-skilled communicator with cross-platform skills ready for media and communication industries.

The professional communication degree will develop your skills and knowledge across all of the key areas of journalism, advertising, media and public relations.

### Tailor your learning

This degree integrates both theory and practice – you learn by doing and reflecting.

In the first part of the degree, you will work and learn with students from other communication courses and investigate the advantages of interdisciplinary media skills.

You'll then be given the opportunity to specialise in a professional communication area of interest.

In your third year, you will undertake a professional placement with one of the government departments, media or advertising agencies, community TV stations, radio stations or consultancies that RMIT has existing relationships with, or in an approved placement of your own choosing.

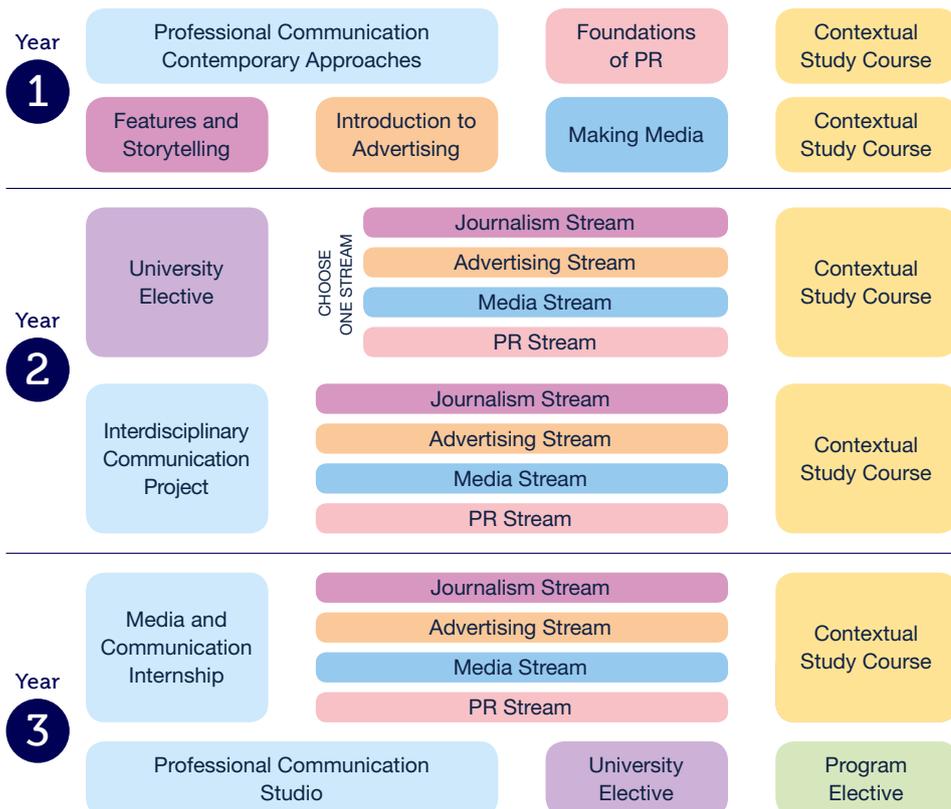
### Broad career outcomes

Graduates can expect to work in professional roles, both local and international, in a variety of areas such as communication consultancies, journalism, broadcast and online media, government policy and advertising.

### Internationally connected

This program is also offered at our Vietnam campus. Students can undertake “cross campus” studies where Vietnam students come to Melbourne for one or two semesters of study, and Melbourne students can study in Vietnam for up to two semesters of their degree.

## Program structure



## Nichola Spain

Bachelor of Communication  
(Professional Communication)

Nichola's work history illustrates the diverse outcomes for graduates of the degree.

- Radio Producer, ABC
- Associate Producer Channel Ten
- Marketing Manager Partners in Training Australia
- Social Media Marketing Manager, The Lucas Group of restaurants.



I chose to study at RMIT because of its reputation as one of the best universities in the country for communication. I was particularly attracted to this degree because it offered a taste of media, PR and journalism and I really wanted to ensure I graduated with a wide skill set.



Legend:

- Core Skills
- University Elective
- Contextual Study Course
- Program Elective
- Journalism Stream
- Advertising Stream
- Media Stream
- PR Stream



To find more detailed information about the courses listed in the program structure, visit [rmit.edu.au/programs/bp222](http://rmit.edu.au/programs/bp222)

# Bachelor of Communication (Public Relations)

BP223 City 3 years full-time VTAC 3200332671 ATAR (2018: 80.45)

[rmit.edu.au/programs/bp223](http://rmit.edu.au/programs/bp223)

## Public relations is more than just sending out press releases.

PR professionals anticipate and interpret public opinion, talk to the media, shape debates, organise events and cultivate relationships. Advising organisations and clients on how to enhance their reputation and increase understanding and awareness of their activities is at the heart of modern PR.

### Develop a broad skill set

This degree includes programs in communications and theory, principles and research, and contextual studies that promote analytical and research skills and provide a broader learning experience. You will gain professional skills in writing techniques, media and stakeholder relations, strategy, and research, with an emphasis on problem solving, creativity, and project and relationship management.

You'll use strong problem-solving skills, leadership, analytical instincts and a keen curiosity to develop strategic communication plans that are needed in business, government, academic and not-for-profit sectors.

### Where will I work?

As a PR professional you'll be directly involved in:

- community and social media engagement
- employee and internal communication
- media relations and publicity
- fundraising and event management
- crisis management
- government, public and policy affairs
- investor networking and business development.

### Professional accreditation

The Bachelor of Communication (Public Relations) is accredited by the Public Relations Institute of Australia (PRIA). Graduates are eligible for the PRIA New Practitioner membership.

### Program structure

Year	Core Skills	Contextual Study Course	Program Elective
1	PR Essentials: Concepts and Practice in Public Relations	Contextual Study Course	Program Elective
	Contemporary PR Research	Contextual Study Course	Program Elective
2	Influence and Impact in Public Relations	Communication Strategy and Planning	Contextual Study Course
	Communication in the Organisation	Program Elective	University Elective
3	Professional PR Practice	Contextual Study Course	Program Elective
	Public Relations Campaigns	Program Elective	University Elective

Legend:

Core Skills University Elective Contextual Study Course Program Elective



## Sam Leaman

Bachelor of Communication  
(Public Relations)

Sam completed internships at:

- Melbourne Symphony Orchestra
- Visit Victoria
- World's 50 Best Restaurants Awards.



This degree mimics the demands of the industry as closely as possible, with assignments, learning spaces and classes operating much like real life.

My career goals keep changing every year, but one of the great things about PR is that the industry is so broad that your skills can carry over into a range of different fields.



To find more detailed information about the courses listed in the program structure, visit [rmit.edu.au/programs/bp223](http://rmit.edu.au/programs/bp223)

# Steps for applying

## 1

Find out the program and entry requirements from the RMIT website.

## 2

Prepare early.

Take note of important dates.

Do not leave your application until it's too late.

## 3

Apply via VTAC.

Timely closing date:  
5pm, 27 September 2018

Check VTAC website for other dates.  
vtac.edu.au

## 4

Start preparing your material, images, folio, and anything else required for the selection tasks.

## 5

Complete and submit the selection task/s for all programs that you are applying for.

## 6

Wait to hear from RMIT about any next steps.

Not all programs contact applicants.  
Refer to VTAC Guide.

## Fees and scholarships

For up-to-date fee information visit:  
[rmit.edu.au/programs/fees](http://rmit.edu.au/programs/fees)

RMIT also offers a number of scholarships for students, which you can find out more about at:  
[rmit.edu.au/scholarships](http://rmit.edu.au/scholarships)

## RMIT's equity places

If you are studying VCE or VCAL at a Schools Network Access Program (SNAP) school and want to apply to RMIT, please talk with your school's careers or pathway coordinator to help you go through the process for applying for equity consideration.

For more information visit:  
[rmit.edu.au/study/applying-to-rmit/equity-access](http://rmit.edu.au/study/applying-to-rmit/equity-access)

## How to apply

Visit the program pages for more information on entry requirements and how to apply.

## For more information contact:

Info Corner  
330 Swanston Street  
(cnr La Trobe Street)  
Melbourne VIC 3000  
Tel. +61 3 9925 2260  
[rmit.edu.au/infocorner](http://rmit.edu.au/infocorner)

## To find out what's on visit:

[rmit.edu.au/events](http://rmit.edu.au/events)

## Connect with RMIT on social media for all the latest news and updates



## Acknowledgment of Country

RMIT University acknowledges the Wurundjeri people of the Kulin Nations as the traditional owners of the land on which the University stands. RMIT University respectfully recognises Elders both past and present. We also acknowledge the traditional custodians of lands across Australia where we conduct business, their Elders, Ancestors, cultures and heritage.

This guide is designed for Australian and New Zealand citizens and permanent residents of Australia.

Further information for international/non-residents of Australia:  
RMIT International  
Email: [isu@rmit.edu.au](mailto:isu@rmit.edu.au)  
Tel. +61 3 8676 7047 (within Australia: 1800 998 414)  
[rmit.edu.au/international](http://rmit.edu.au/international)

Every effort has been made to ensure the information contained in this publication is accurate and current at the date of printing. For the most up-to-date information, please refer to the RMIT University website before lodging your application. RMIT University CRICOS Provider Code: 00122A. RMIT University Registered Training Organisation code: 3046. Prepared July 2018. 14559 0717

### Key:

- RMIT Code
- Campus
- Duration
- Selection Mode
- VTAC** Victorian Tertiary Admissions Centre Code