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# Bachelor of Media Communication



## What is CSU's Bachelor of Media Communication?

The Bachelor of Media Communication is a broad-based professional communication course offered by distance education. It combines core subjects in technical and creative media communication with the opportunity to specialise in areas of professional interest.

This course uses online technologies to provide a high level of interactivity, and encourages small group work through online communication between students.

As a graduate of this course, you will have:

- professional, craft and research skills in media and communication
- an understanding of the impacts of technological change on professional communication
- an understanding of the legal and ethical issues facing media and communication practitioners
- knowledge of a variety theoretical frameworks, research methods and techniques relevant to professional practice
- skills using digital equipment and software related to professional specialisations of journalism, advertising, public relations, graphic design, multimedia or photography
- an understanding of the professional routines, expectations and client relationships involved in these specialisations
- an understanding of the impact of changing media and communication technologies on social, cultural, economic and political issues.

## What will I learn?

You will study a broad range of core subjects exploring topics such as media communication and globalisation, visual communication, fundamentals of design, production planning, professional writing, digital imaging, digital media, media ethics and public policy, project management, media audiences and public opinion, and directing information programs.

Depending on your areas of career interest, you will also select two minor sequences from advertising, graphic design, journalism, marketing, media production and public relations.

## Some reasons for studying Media Communication at CSU:

- the course is offered by distance education, enabling you to fit study around existing work and lifestyle commitments
- you will gain experience and skills in a broad range of media communication disciplines
- there are vast career opportunities for graduates in areas including graphic design, marketing, production, publicity and writing.





## Career opportunities

As a graduate of this course, you will have a diverse range of career opportunities in the areas of design, marketing, production, publicity and writing. Your skills in digital, audio and online media will enhance your career prospects in these fields.

## How will I learn?

This course is offered by distance education. As a leading distance education provider, CSU has a well-developed network of online resources to support you throughout your studies. Distance education also offers you the flexibility of studying at your own pace, in your own time, without having to commit to attending classes on campus.

## Course requirements

You must have computer access, access to the internet and a digital camera. Your computer must be capable of running image manipulation and editing software, and you should be able to use a word processing program such as Microsoft Word. Students undertaking video editing subjects will require a computer capable of non-linear editing and Firewire.

## How to apply

Applications are assessed on the basis of capacity to pursue tertiary studies, motivation to pursue tertiary studies in professional communication, a demonstrated potential for writing, media production and research, and relevant professional and industry experience.

Year 12 students are normally selected on the basis of their ATAR, and a strong performance in subjects relevant to the course may also be considered.

Mature-aged students and those completing courses in relevant areas at other tertiary institutions are also eligible for admission to the course.

For more information about this course, or to apply, call 1800 334 733 or visit: [www.csu.edu.au/courses/undergraduate/media\\_communication](http://www.csu.edu.au/courses/undergraduate/media_communication)

## David James CSU graduate

“CSU has a reputation for being the best provider of distance education. It has given me the flexibility to be able to study in my own time without actually having to be on campus. The online facilities available to help me gain my degree were fantastic, especially the forums. Everything I needed to know could be found on CSU’s website.

“The flexibility of a distance education course gave me and my family many options. I now work two days a week part-time and am a stay-at-home Dad to my daughter for the other three days.

“Studying by distance education enabled me to vary my workload, depending on my situation at the time.”

For more information about courses and how to apply, please contact info.csu:

Free call in Australia: 1800 334 733  
International callers: +61 2 6338 6077  
Facsimile: +61 2 6338 6001

[www.csu.edu.au](http://www.csu.edu.au)

