Curious about...

Bachelor of Communication (Radio)

What is CSU’s Bachelor of Communication (Radio)?

The Bachelor of Communication (Radio) is designed to educate and train students in a broad range of communication roles within the radio industry and other associated media industries.

With an emphasis on radio ‘multi-skilling’ students in this course undertake subjects in content management, presentation and production, media, event management, advertising, sales, and commercial radio industry studies. Students may also undertake concurrent studies in advertising, journalism, marketing, media practice and public relations.

Why study CSU’s Bachelor of Communication (Radio)?

The course is a unique program designed in partnership with the commercial radio peak body, Commercial Radio Australia, to build experience and competencies in a variety of disciplines within the radio industry that are also transferable across a variety of other media environments.

You will develop professional skills through a rare balance of critical inquiry and practice, and will engage in practical projects with industry partners, local radio stations and businesses along with regular structured workplace learning opportunities. Working alongside industry professionals you will gain valuable ‘on the ground’ insight into the content management, marketing and promotions processes in the radio industry.

You will learn in authentic environments at CSU’s own radio station, 2MCE Community Radio, and radio newsroom.

Career opportunities

As a graduate of this course, you will be prepared for careers in sales, promotions and integration, interactive and online production, creative and programming areas of radio.

Career opportunities include sales account manager, promotion and integration manager, copywriter, online content producer or production assistant.

Graduates will also gain transferable skills to work in:

- account management and sales
- content management
- copywriting and creative processes
- digital content production
- production assistance and support
- event management
- promotions management

www.csu.edu.au/courses/bachelor-of-communication-radio
Workplace learning

The course culminates in a 10 to 12 week industry placement that strengthens your industry knowledge, experience and employment prospects. This placement is sponsored by Commercial Radio Australia and is the only sponsored placement offered in the commercial radio industry.

Interns are assigned to commercial radio stations or networks as 'new employees', and you will gain hands-on experience from your first day.

You will complete your placement in a station in metropolitan or regional markets and may experience a variety of roles in the station. Students have been placed in sales, promotions and interactive departments as copywriters and programming support staff.

Our industry partners

Commercial Radio Australia (CRA) is the industry body for commercial radio in Australia. Our course is endorsed and supported by CRA who sponsor our internship program by assisting with the organisation of the paid work placements with member stations. They also assist with professional networking opportunities and industry partnered projects.

Southern Cross Austereo (SCA) is one of Australia’s largest multi-platform media companies operating 80 radio stations, 21 commercial television licenses and digital platforms. SCA provides support for course entry and ongoing mentoring of regional based students via our Regional Radio Entry Program. For details on this scheme contact the Course Director.

Further information

For more information about CSU’s Bachelor of Communication (Radio), or how to apply, visit: www.csu.edu.au/courses/bachelor-of-communication-radio

“...The classes and coursework from the Bachelor of Communication (Radio) threw the puzzle pieces of the industry on the table. It was the practical elements of the course that helped me piece them all together to become a functioning part of the radio business.

"From the moment I stepped into the final practical elements of the course, I knew that I was ready to hit the ground running. After completing my internship at what was Vega 95.3, I was scooped up to do client responses for the local sales representatives.

"Now I have the title of Integration Manager which, in a nutshell, means I look after all the promotional opportunities for my suite of radio shows at smoothfm.

"To me, the most important things anyone can take from this course are your basic nuts and bolts and foundations for radio."

Katherine Stewart
Integration Manager, smoothfm
NOVA Entertainment, Sydney