

## COMMUNICATIONS

This is a detailed profile of the communications field of study. It lists the range of specialisations available and compares degree-level courses. We examine the institutions that get the best ratings, based on real student experience and graduate outcome data, which will help you decide the right university for your educational journey.



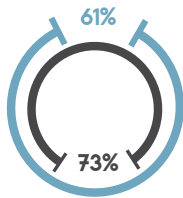
# COMMUNICATIONS

Practical learning is one of the highlights of studying communications and can boost your job prospects. The field offers a myriad of career paths and your classes will include future photo journalists, aspiring advertisers, filmmakers, and more.

## FULL-TIME EMPLOYMENT

UNDERGRADUATE POSTGRADUATE

Proportion of students who have secured a full-time job within four months of graduating.



## MEDIAN GRADUATE SALARY

**\$50,000**  
UNDERGRADUATE

**\$65,000**  
POSTGRADUATE

## NUMBER OF STUDENTS



**5,104**  
UNDERGRADUATE  
INTERNATIONAL

**33,219**  
UNDERGRADUATE

**5,465**  
POSTGRADUATE

## WHAT CAN I DO?



Public Relations



Government Research and Policy



Journalism



Media



Advertising



Publishing

*Data has been sourced from the Graduate Outcomes Survey. Results are pooled to represent graduates who completed the survey in 2018, 2017 and 2016. Graduates complete the Graduate Outcomes Survey approximately four months post-graduation.*



# FIVE-STAR UNIVERSITIES

## COMMUNICATIONS

### EDUCATIONAL EXPERIENCE

MELBOURNE	94.5%
TASMANIA	92.1%
NOTRE DAME	91.0%
NEWCASTLE	87.3%
FLINDERS	86.2%
RMIT	85.5%
SUNSHINE COAST	85.5%
BOND	85.5%

**NATIONAL AVERAGE = 80.9%**

### GRADUATE EMPLOYMENT

CSU	80.8%
UNE	75.0%
UTS	74.7%
TASMANIA	74.3%
MACQUARIE	68.2%
CQUni	67.2%
RMIT	66.8%

**NATIONAL AVERAGE = 60.6%**

### LEARNER ENGAGEMENT

ACU	89.7%
BOND	89.1%
MELBOURNE	86.3%
CSU	84.7%
NOTRE DAME	79.5%
RMIT	76.0%
ECU	75.6%

**NATIONAL AVERAGE = 70.0%**

### LEARNING RESOURCES

NEWCASTLE	92.4%
BOND	92.4%
MONASH	92.2%
ACU	92.0%
UniSA	91.4%
USQ	90.0%
MURDOCH	89.5%

**NATIONAL AVERAGE = 85.6%**

### MEDIAN STARTING SALARY

TASMANIA	\$77,500
SOUTHERN CROSS	\$60,700
CANBERRA	\$58,700
GRIFFITH	\$56,000
CURTIN	\$54,400
UWA	\$54,300

**NATIONAL AVERAGE = \$50,000**

### SKILLS DEVELOPMENT

MELBOURNE	95.7%
BOND	94.1%
NOTRE DAME	90.9%
MONASH	89.9%
ACU	88.5%
MURDOCH	87.4%
RMIT	85.5%

**NATIONAL AVERAGE = 82.2%**

### STUDENT SUPPORT

BOND	91.5%
NOTRE DAME	85.2%
TASMANIA	84.4%
UNE	83.3%
UniSA	81.9%
SOUTHERN CROSS	79.9%
MONASH	79.5%

**NATIONAL AVERAGE = 75.0%**

### TEACHING QUALITY

TASMANIA	94.0%
NOTRE DAME	93.3%
MELBOURNE	93.0%
BOND	91.2%
FLINDERS	91.1%
SUNSHINE COAST	88.3%
ECU	87.9%

**NATIONAL AVERAGE = 83.4%**

**WHAT DO THESE NUMBERS MEAN?** The ratings above represent the top 20 per cent of results for each measure in this particular field of study. For overall institution results, see the ratings section at the front of the guide.

# COMMUNICATIONS

The following are just some of the majors you can study in this field:

- Advertising
- Creative writing
- Digital media
- Editing and publishing
- Film
- Journalism
- Media studies
- Professional writing
- Public relations
- Radio

Studying communications can appear glamorous, especially if you can see yourself door-stopping the Prime Minister or presenting a national current affairs show. While some graduates do make it here, the fact is that many communications jobs are not in journalism at all. After all, not everyone wants to be in front of the camera. Many roles are behind the scenes — producing the show, writing the press releases or even monitoring the news reporting.

Work can be hard to find, but this doesn't make the courses any less popular. Practical learning is one of the highlights of studying communications and can boost your job prospects. In communications faculties, you can find photo journalists exhibiting their work next to aspiring advertisers drawing up campaign proposals, filmmakers screening their latest creations and campus reporters broadcasting live back to the studio.

For more information, visit:

- Media, Entertainment and Arts Alliance  
[www.meaa.org](http://www.meaa.org)
- Australian Publishers Association  
[www.publishers.asn.au](http://www.publishers.asn.au)
- Communications Council  
[www.communicationscouncil.org.au](http://www.communicationscouncil.org.au)
- Public Relations Institute of Australia  
[www.pria.com.au](http://www.pria.com.au)

Other fields of study likely to appeal to someone interested in communications include humanities, social sciences and creative arts. Depending on your field of interest, you might also consider specialisations within business and management (marketing, for instance). If working in events

is of interest, certain tourism and hospitality specialisations may also be relevant.

## COURSES AND SPECIALISATIONS

With so many specialisations on offer, it's hard to come up with any hard and fast rule about how you should choose a course in this field. If you're struggling to pick a specialisation, you might want to choose a more general course. As a rough guide, courses with general titles — like arts, communications and media — are more likely to offer a broad liberal education in areas such as history, literature and political science alongside the study of the media and other forms of human communication. They are often more focused on the theory of communication rather than media practice, while still allowing you to try out a few of the different communications specialisations. On the other hand, courses with a specific title or tag (in brackets after the degree title) — like advertising, journalism and public relations — offer more practical preparation for one role or another. Remember, these are generalisations and there is a good deal of variation between courses of all titles and types.

## WHERE TO STUDY

If you really have your heart set on working in the communications field, having one degree title or another might be less important than other factors when it comes to distinguishing yourself in a competitive industry. Finding work experience and getting involved in the industry are very important, both during your course and while you are looking for work. Contacts are everything, and once you have a foot in the door (through voluntary work or internships) you will be in a better position to find full-time employment.

Of course, some institutions and faculties might have (or claim to have) better connections in the industry than others, so it's best to scope this out when looking at courses. The main thing is to ensure that, wherever you choose to study, the facilities, equipment and learning opportunities are available and up to scratch. The rest will be up to you. There's a lot of variation in entry difficulty, from the tough to the very easy. Some of the most popular courses have high cut-off scores or require a portfolio. There may be no formal prerequisites for some courses, but you can count on needing good marks in subjects such as English and media.