

COMMUNICATION STUDIES

UNDERGRADUATE
PROGRAMME GUIDE
2022

AUT

TOP  **1** %
UNIVERSITIES
WORLDWIDE

AUCKLAND UNIVERSITY OF TECHNOLOGY



FIND YOUR GREATNESS

JULIAN BRAATVEDT
WILDLIFE
CINEMATOGRAPHER
AUT GRADUATE

At AUT we know that all of our students arrive with so much potential. It's our job to help them unlock that potential and use it to find the greatness within them. For many of our graduates, it was an influential lecturer, a conversation with a student mentor, or an educational experience inside or outside the classroom that gave them clarity and opened up new possibilities.

Some of our great graduates now share their stories of how their time at AUT helped them uncover what drives them and inspired them to turn that passion into something rewarding and meaningful.

aut.ac.nz/great-graduates

Welcome to AUT

E ngā mana, e ngā reo

E te iti, e te rahi

E ngā mātāwaka o ngā tōpito o te ao

Ngā mahuetanga iho e kawē nei i ngā

moemoeā o rātou mā

Tēnā koutou katoa

Piki mai rā, kake mai rā,

Nau mai, haere mai ki tēnei o ngā wānanga

Whakatau mai i raro i te korowai āhuru

o Te Wānanga

Aronui o Tāmaki Makau Rau

To the prestigious, the many voices

The few, the great

To those of all races and creeds

We who remain to fulfil the dreams and

aspirations of the ancestors

Greetings one and all

Climb, ascend

Embark on the journey of knowledge

Let us at AUT embrace and empower you

To strive for and achieve excellence

**Te whakatupu i te kōunga, i te mana taurite me ngā
tikanga matatika, i ngā pūkenga ako,
i ngā pūkenga whakaako me te āta rangahau hei hāpai
i ngā hāpori whānui o te motu, otirā, o te ao.**

To foster excellence, equity and ethics in learning, teaching, research and scholarship, and in so doing serve our regional, national and international communities.

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Key: F/T = full-time, P/T=part-time

Cover

Top 1%: AUT is ranked in the world's top 251-300 universities (Times Higher Education World University Rankings 2021).

Disclaimer: Although every reasonable effort is made to ensure accuracy, the information in this document is provided as a general guide only for students and is subject to change. All students enrolling at AUT should consult its official document, the AUT Calendar, which is available online at aut.ac.nz/calendar, to ensure that they are aware of, and comply with, all regulations, requirements and policies.

International students should visit aut.ac.nz/international for entry requirements and detailed application information. The information contained in this programme guide was correct at the time of print, December 2020.

AUT's faculties and schools

AUT has five faculties and 16 schools. The light orange box in the diagram below shows where the programmes in this programme guide sit within AUT.

FACULTY OF BUSINESS, ECONOMICS AND LAW

TE ARA PAKIHI, TE OHANGA ME TE TURE

Business School
Te Kura Kaipakihi

Law School
Te Kura Ture

School of Economics
Matauranga Ohanga

FACULTY OF CULTURE AND SOCIETY

TE ARA KETE ARONU

School of Education
Te Kura Matauranga

School of Hospitality and Tourism
Te Kura Taurimatanga me te Mahi Tāpoi

School of Language and Culture
Te Kura Reo me te Ahurea

School of Social Sciences and Public Policy
Te Kura Pūtaiao ā-iwi me ngā Kaupapa Tūmatanui

FACULTY OF DESIGN AND CREATIVE TECHNOLOGIES

TE ARA AUAHA

School of Art and Design
Te Kura Toi a Hoahoa

School of Communication Studies
Te Kura Whakapāho

School of Engineering, Computer and Mathematical Sciences
Te Kura Mātai Pūhanga, Rorohiko, Pāngarau

School of Future Environments
Huri te Ao

FACULTY OF HEALTH AND ENVIRONMENTAL SCIENCES

TE ARA HAUORA A PŪTAIAO

School of Clinical Sciences
Te Kura Mātai Haumanu

School of Public Health and Interdisciplinary Studies

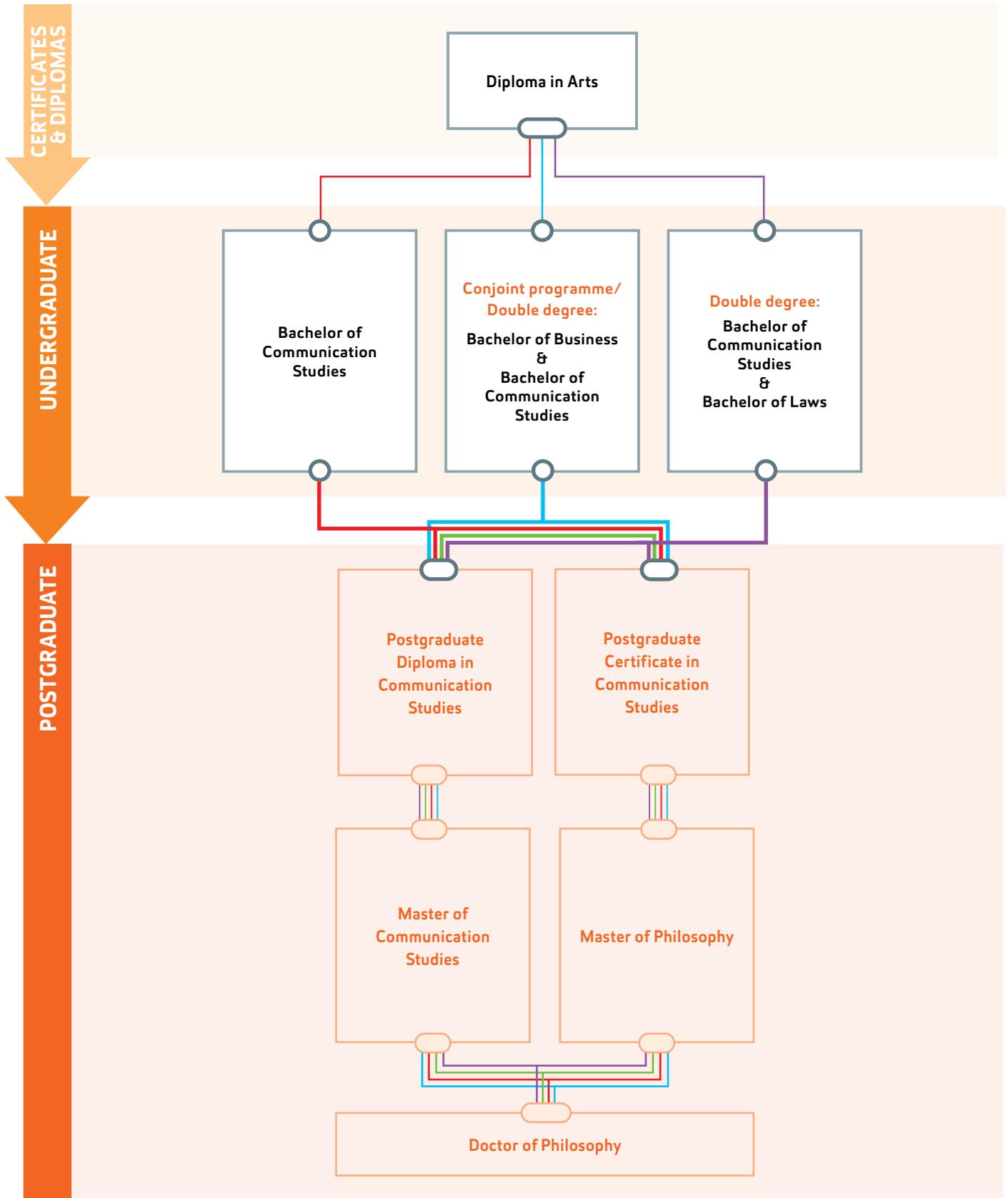
School of Science
Te Kura Pūtaiao

School of Sport and Recreation
Te Kura Hākinakina

TE ARA POUTAMA

FACULTY OF MĀORI AND INDIGENOUS DEVELOPMENT

Qualifications and study pathways



Note:

- 1) Completion of one qualification doesn't guarantee entry to a higher-level qualification.
- 2) Apply for the qualification you are best suited for – you don't necessarily have to enrol in the qualification that appears at the top of the above diagram.
- 3) Some qualifications in the above diagram may be prerequisites to – and not credit towards – higher-level qualifications.

WHY STUDY COMMUNICATION STUDIES?



**TOP 150
WORLDWIDE**

for communication
and media studies



State-of-the-art
radio studio



Cutting edge
TV studios



1 The Sir Paul Reeves Building (WG) offers industry standard facilities, and great spaces to socialise and study 2 Our state-of-the-art screen and television studio
3 Students honing their skills at Static FM, AUT's student radio station

Creating world-ready graduates

AUT's mission is to create great graduates, and each member of our staff contributes to this. AUT's Bachelor of Communication Studies will give you a valuable foundation for key roles in many industries, not only in the media and communications fields. Our students and alumni are internationally recognised, and you can find them in key roles across the media and communication industries. We encourage innovation and entrepreneurship, and the ability to explore new technologies, challenge routine thinking and solve problems in new ways. As part of your Bachelor of Communication Studies you could work on live projects for real clients, or complete workplace experience or internships for major industry organisations. You'll have access to our industry standard facilities, which include a screen and TV studio, performance studio, radio station, sound and edit suites, digital media computer labs and a media centre; all under one highly modern roof.

A world-class university environment

We're proud to be one of the world's best modern universities – Times Higher Education has ranked us as the top millennial university in Australasia and we're ranked among the top 1% of universities in the world. Our communications programmes are well regarded by the industry, and ranked in the top 150 in the world in the QS World University Subject Rankings 2020. We receive strong support from industry organisations and professional bodies like PRINZ (Public Relations Institute of New Zealand) and CCC (Commercial Communication Council). Our industry partners advise on current best practice, help us draft and assess industry briefs, and consider proposed programme changes – all to ensure that our graduates are world-ready when they leave AUT.

A global outlook

We're consistently ranked first in New Zealand for international outlook by world rankings organisations QS and Times Higher Education. Many of our academic staff were born overseas, and they often share their international experience and connections with their students. You can also gain valuable international experience as part of your degree and go on a student exchange to one of our partner universities in Europe, Canada, Mexico or the US. When you're in the final year of your degree you could also apply for the AUT Internz programme, which gives new graduates a once-in-a-lifetime opportunity to apply their learning in a global context and intern at some of the world's best known companies in the US, Canada, Europe and Asia.

Innovative and relevant research

AUT is ranked first in New Zealand for global research impact by Times Higher Education and the US News Global Universities Rankings. We have a number of world-class research centres, and our researchers have expertise across the field of communication studies, including Asia-Pacific media, journalism, media performance, multimodal analysis; online, social and digital media; political economy of communication, popular culture, public relations and radio. We're committed to research that advances knowledge, serves the community, and helps our students become future leaders in the communication and media industry. Our research also feeds back into the classroom, and students can contribute to and learn from these research discoveries.

Life at AUT

AUT is a modern and innovative university with endless opportunities and a supportive culture that celebrates diversity. Studying at AUT is your chance to meet new people and develop lifelong skills, while getting the support you need to succeed at university and beyond.

We're proactive in enabling all students to succeed, and our comprehensive student support services ensure that you have an amazing experience inside and outside the classroom.

We're here to help

No matter what the problem, our Student Hub advisors are here to help. You can find a Student Hub on each campus and our specialist staff can help with anything from enrolment and student ID cards to academic and personal support, fees and financial support, and services for our diverse student communities including the international, disability and rainbow community.

Dedicated support for new students

From Orientation to our many academic and cultural support programmes, our Student Services team is there to make starting out as a new student as easy as possible.

Supporting you into your future career

The AUT Employability and Careers team prepares you for your future career by developing job search, interview and networking skills, building your personal brand and more.

Connections to the workplace

We run a full programme of employer presentations, events and workshops throughout the year – on campus and online – with employers offering insights into their industries and recruiting future employees. Four graduate job boards, including an international one, offer great work opportunities for AUT graduates and interns.

Gain an edge on the competition

The AUT Edge and Beyond AUT Awards help you gain an extra edge in the competitive marketplace by developing highly employable skills through volunteering, leadership and employability activities.

International study opportunities

An international student exchange offers an amazing opportunity to study overseas as part of your degree. Study for a semester at one of our partner universities around the world, immerse yourself in another culture, make lifelong friends and get international experience before you graduate.



Helping you succeed in your studies

Our library and learning support team offers a wide range of services and resources designed to help develop your academic skills.

The Library also runs a range of workshops to help you get the most out of your studies, and our peer mentoring programme provides academic support from others who have already completed the same course.

Top internships around the world

A good internship can be the foundation of a great career. That's why AUT Internz places students and graduates with top companies in New Zealand, North America, Asia and the UK – including Paramount Recording Studios, the Sundance Institute and Westpac Institutional Bank in New York.

A launchpad for entrepreneurs

Every entrepreneur starts somewhere. At AUT, the best place for aspiring entrepreneurs is CO.STARTERS@AUT. This ten-week programme helps you turn your entrepreneurial ideas into a viable business.

An outstanding learning environment

At AUT you study in an innovative and interactive environment that embraces creativity, collaboration, and the sharing of ideas and culture. A number of our buildings have won prestigious architecture awards, and we're constantly improving our built environment to offer students the best possible learning experience.

Free access to digital tools and resources

We offer students all the digital tools needed to succeed, including free wifi on campus, the full Office 365 suite for up to five devices and free access to LinkedIn Learning, a world-leading online learning platform.

Getting involved in campus life

Joining a club is a great way to meet like-minded people and make lifelong friends outside of lectures. Choose from a range of student-run social, sustainability, academic and cultural clubs – a great way to meet new people, participate in events and get involved in campus life.

Play sport or join the gym

AUT is New Zealand's leading sports university, with state-of-the-art sports facilities, on-campus gyms, and a huge number of sports teams and events. As an AUT student you can participate in a wide variety of sports, from social on-campus games to elite international competitions.

Holistic approach to wellness

AUT offers comprehensive medical, and counselling and mental health services. We also run Bright Side events where students can develop better self-knowledge and a greater sense of purpose and meaning in their lives.

Disability student support and resources

Our Disability Support team is committed to helping you participate as fully as you can in learning and student life. We work with students before they start at AUT to help identify their specific needs and ensure they're set up for success.

Getting around

Whether it's finding your way to campus or getting around between lectures, AUT offers a range of resources to help you navigate your new environment, including shuttle buses that travel between campuses and interactive online maps.

Safe and friendly campuses

We make sure our students are safe when they're on campus. Our friendly security staff are available day and night to help if you have any concerns.



Bachelor of Communication Studies [BCS | AK3303]

Overview

QUICK FACTS

Level:	7
Points:	360
Duration:	3 years F/T only
Campus:	City
Starts:	28 Feb 2022



Suzanne Suisuiki

Marketing and Communications Manager,
Pacific Cooperation Foundation
Bachelor of Communication Studies in
Public Relations

"I chose communications because I felt that it was a broad field, from PR to journalism and advertising. But storytelling will always be at the heart of things - it's powerful and leaves a lasting impression on the people you are influencing. I had relatives who had studied at AUT and during my high school term breaks I would go along with them. I was really impressed with what I saw, particularly the genuine support AUT students received from staff. I knew I would be in good hands once I submitted my application to AUT. I reckon AUT not only enables its students to be work-ready, but encourages them to set long-term goals and believe that they're capable of becoming future CEOs or leaders. The highlight of my time at AUT was connecting with other Pacific students or alumni from communications."

AUT's communication studies degree is very well regarded by industry. That's because our people pick up top jobs in the best companies and media outlets and they win awards, lots of awards. Our students and graduates are internationally recognised, having won the Sally Logan-Milne Young Practitioner of the Year award, CAANZ AXIS award, ORCA awards, Public Relations Institute of New Zealand awards, Cannes International Advertising award and NZ Student Marketer of the Year award.

You have access to industry standard facilities and equipment, including a media centre, radio studio and fully equipped television studio, and gain invaluable workplace experience before you graduate.

Entry requirements

Minimum entry requirements

University Entrance or equivalent

English language requirements

IELTS (Academic) 6.0 overall with all bands 5.5 or higher; or equivalent

Useful New Zealand school subjects

Language rich subjects

What this qualification covers

Majors available¹

- Advertising and Brand Creativity
- Digital Communication
- Journalism
- Public Relations
- Radio and Audio Media
- Screen Production

You can also choose one of these majors as a second (double) major or a minor.

Minors available

- Advertising and Brand Creativity
- Communication for Social Change
- Digital Communication
- Journalism
- Media and Power
- Multi-Camera Production
- Professional Performance Communication
- Public Relations
- Radio and Audio Media
- Screen Production

For more information about minors you can study as part of your Bachelor of Communication Studies refer to page 18.

You can also choose to study a major or minor from another programme at AUT as part of your Bachelor of Communication Studies. To see the wide range of majors and minors available visit aut.ac.nz/minors

Year 1

You'll be introduced to the media world and essential communication theories and practice. The first year is common to all students and gives you an overview of the field of communication studies.

You study the following courses:

- Text, Image and Sound
- Communication Ethics
- Media, Technology and Society
- Intercultural Communication
- Media, Politics and Citizenship
- Media Production Foundations
- Media Production Studio
- Mahitahi | Collaborative Practices

Year 2 & 3

You begin to develop important skills in your chosen fields.

The degree is flexible enough to enable you to specialise in more than one communication discipline, or to take a major or minor from outside the School of Communication Studies.

You choose:

A Bachelor of Communication Studies major (120 points) and one of the following options:

- A second major from the Bachelor of Communication Studies (120 points); or
- A major from another AUT degree (120 points); or
- Two minors (60 points each)²; or
- A minor (60 points) and elective courses (60 points)²



Work experience and industry projects in PR, advertising, journalism and more



Aaron Lawton
CEO, Counties Manukau Rugby Football Union
Bachelor of Communication Studies in Journalism

"When I left high school, I desperately wanted to be a radio announcer. But, of course, not everything goes to plan. Instead I did a bit of a pivot and decided to focus on a career in sports journalism and the rest, as they say, is history. My AUT degree provided me with the grounding in journalism which helped me land my first job as a sports reporter. Once I had a foot in the door, I was able to really make big strides in my career and down the track was lucky enough to win some awards in journalism and ultimately a scholarship to study a master's degree in specialised journalism at the University of Southern California. Without that good base I got in terms of a university education at AUT, I wouldn't have been in a position to succeed."

Bachelor of Communication Studies [BCS | AK3303]

Overview continued



Award-winning
advertising students
(Axis/Cannes Lions)



Sara Dwen

Head of Production, Warner Bros NZ
Bachelor of Communication Studies in
Television Production¹

"In my role I manage all the production teams at Warner Bros and have intimate knowledge of everything that is happening within each show. I create and manage the budgets and work closely with all other departments. This requires a lot of communication and putting effective systems in place to manage that flow of information. I still get that amazing feeling I first felt in the AUT TV studio every time I step on set, particularly when shooting in front of a live audience. The biggest show I've worked on was New Zealand's Got Talent. We had an amazing crew and had a fantastic time making both seasons. To have viewers love the show as much as we did was certainly a proud moment. We averaged just under a million viewers a night."

1. The Television Production major is now called Screen Production.

Double your career options – study communications and:

Business

Studying both communications and business as part of a conjoint programme or as a double degree combination, is the perfect start to a creative career with a commercial edge. In as little as four years you develop skills and knowledge from two complementary disciplines, and will be prepared for numerous career opportunities.

Law

Enhance your communication skills with a legal understanding by completing the Bachelor of Communication Studies and Bachelor of Laws. You can study the two degrees concurrently in just over five years compared to the seven years it would take if you studied them separately. To study a double degree, you enrol in the two programmes separately and have to complete all required courses for each degree.

1. Entry into your desired major is subject to your first-year results; it isn't guaranteed.
2. From communication studies or elsewhere at AUT.



For more details visit aut.ac.nz/communications



1 Gain practical skills to produce programmes for large, medium or small screens as part of the Screen Production major 2 The Media Centre is just one of many great facilities you'll have access to 3 Enjoy modern lecture theatre facilities 4 AUT has one of the best TV studio facilities in New Zealand 5 & 8 The Sir Paul Reeves Building (WG) offers industry standard facilities, and great spaces to socialise and study 6 Take advantage of workshops, assessment advice and referencing help at the City Campus library 7 Work through a police scenario as part of the Journalism Intro Week



Natassja Cox

Junior Strategist,
DDB New Zealand
Bachelor of Communication Studies
in Advertising Creativity¹

"I always knew I wanted to work in the media industry and after visiting AUT's open day in my final year of high school, I knew AUT was the place for me.

"The Bachelor of Communication Studies introduced me to a range of career pathways, while equipping me with a solid set of core skills that cut across all fields of the communications industry. AUT isn't afraid to challenge the status quo and constantly updates its course content based on student and industry feedback, which makes for a truly collaborative learning environment that prepares graduates for the modern world.

"The advertising major challenges you creatively and pushes you to create your best work. Our lecturers were well connected in the industry and incredibly knowledgeable, but most of all they genuinely care about their students' success, and that's reflected in the incredible things students go on to achieve following their studies.

"Thanks to AUT, I was also fortunate enough to intern at Colenso BBDO in my final year; a highly regarded advertising agency not only in New Zealand but internationally as well. Having the opportunity to work directly alongside their strategy and planning department provided me with invaluable experience that I'm incredibly grateful for."

1. This major is now called Advertising and Brand Creativity.

Advertising and Brand Creativity

Advertising is about thinking laterally and developing effective brand and product campaigns. You start with a blank piece of paper, do the hard work to get to a great idea and then choose various media to create a campaign. AUT is the only New Zealand university that teaches advertising creativity specifically and at degree level.

We work closely with the advertising industry, and you learn from guest speakers from leading advertising agencies and client companies like Google, TVNZ, Spark, MediaWorks, Saatchi & Saatchi, DDB, Colenso BBDO, FCB New Zealand and Film Construction.

What you study

The first year of the Bachelor of Communication Studies is common to all students, and gives you an overview of the field of communication studies.

In Year 2 and 3, our advertising and brand creativity courses help you develop a professional advertising portfolio you can use to apply for work as a copywriter, art director and other roles in an ad agency. You collaborate with your classmates on advertising briefs, writing and designing ads for real products and clients.

Clients and agencies brief our students directly, and your completed work may even be published in the media. Many students are also offered workplace experience at leading advertising agencies.

Courses may include:

- Advertising and Brand Creativity I
- Advertising and Brand Creativity II
- Creative Principles and Strategy
- Visual Communication
- Advertising and Brand Creativity III
- Applied Creativity for Social Change
- Industry Practice Studio
- Applied Creative Strategies

Career opportunities

- Account director or planner
- Art director
- Copywriter
- Digital creative or strategist
- Marketing manager
- Media buyer/planner
- Strategic planner
- Web content creator



For more details visit aut.ac.nz/communications

Digital Communication

Digital media is at the heart of modern communication. AUT's digital communication courses offer a mix of media communication, production workflows, strategic thinking, and technological competencies that prepare you for a wide range of careers. You'll work on various projects to create websites, app proposals, videos, motion graphics and print media that can serve as portfolio pieces.

Majoring in digital communication can lead you to an exciting and fast-paced career as a digital strategist or producer. You could also pair digital communication with another major or minor to build a breadth of desirable media production skills for any media or communications role.

What you study

The first year of the Bachelor of Communication Studies is common to all students, and gives you an overview of the field of communication studies.

In Year 2 and 3, our digital communication courses cover how to make digital media communicate effectively, look great, sound great and tell a great story. You may work on various digital communication projects, and deliver your work via mobile devices, broadcast media or broadband communication, on time and on budget. You develop a high level of critical thinking and strategic planning skills, and manage the production cycle from idea to final product.

Courses may include:

- Moving Image Communication
- Online and Interactive Communication
- Visual Communication
- Digital Video
- Web Media
- Motion Media
- Digital Communication Project
- Online Strategies

Career opportunities

- Digital strategist
- Digital media project manager, producer or consultant
- Digital video specialist
- Instructional media designer
- Interactive media producer or consultant
- Mobile app designer
- Mobile content developer
- Motion graphics designer
- Post-production special effects designer
- Production assistant
- User experience (UX) designer
- User interface (UI) designer
- Visual designer for print and online media
- Web administrator/designer



Jost Claassen

VFX Artist Intern, Creature Post
Bachelor of Communication Studies in
Digital Communication

"Coming out of high school I was quite certain that I wanted to work in film or television production, preferably as a director. It was only through my experiences at AUT that I came to realise that it was not only filmmaking that I was passionate about, but instead creativity in a broader sense. I wanted to be limitless with my creative ideas and create things quickly and responsively, which was possible through the Digital Communication major.

"In addition to the practical knowledge, this degree can give you a critical understanding of films, television and the internet, and their role in society. So those that are interested in deconstructing and analysing the media, in addition to learning hands-on knowledge, should study this degree. The facilities at AUT are also a big benefit, and the AUT City Campus is a magnificent place to learn, socialise and study.

"Throughout the degree I've come to realise that creative expression is one of the most essential things for me. To feel fulfilled, I need to be working creatively and find ways to express myself in my work. For now, my career is mostly VFX based, however I plan to expand to the production side to pursue my aspirations of becoming a cinematographer."



For more details visit aut.ac.nz/communications



Irra Lee

Online Content Producer,
TVNZ
Bachelor of Communication Studies
in Journalism

“Graduating from AUT means you come out future-proof. You complete your degree with some of the hard skills you’ll need for the changing world, as well as the soft skills and the adaptability to keep developing. The skills you gain in class translate to real-life practice or at least give you a base from which to build your skills. You also gain life-long friends while studying, and the academic staff have a great depth of knowledge.

“All third-year journalism students go through a series of what’s known as a ‘Newsday’ as part of one of the core courses. Every Wednesday, the media centre on the AUT City Campus is transformed into a fully functional newsroom that the journalism students run. I was very fortunate to be part of a tight-knit cohort of journalism students, and it was great spending the day feeling like we’re actual journalists already.

“I’m working as an online content producer for TVNZ, and my role enables me to report on original stories as well as cover day-to-day news. It emerged out of the two-week internship I completed as part of my journalism degree. I’m really enjoying my job and love the people I get to work with in the newsroom.”

Journalism

Technological change has transformed the world of journalism. But behind the digital wizardry of today, the principles at the heart of all good reporting – accuracy, fairness and ethical truth-telling – are as fundamental and important as they ever were. Professional journalism skills, including high-quality writing, the ability to verify information and a talent for interviewing, are needed to cut through the noise. And that’s why AUT graduates are in strong demand.

Kickstart your journalism career in an exciting and fast-changing media landscape that remains essential to an informed society. Study at a journalism department known nationally and internationally for its research, programmes and the industry experience of its lecturing team.

What you study

The first year of the Bachelor of Communication Studies is common to all students, and gives you an overview of the field of communication studies.

In Year 2 and 3, our journalism courses cover skills for a career in journalism or a number of other career pathways that utilise these capabilities. You can gain experience in news reporting, different writing styles, bicultural and cross-cultural reporting, media law and ethics. You’re encouraged to participate in live reporting exercises.

Courses may include:

- News Production
- Newsdays
- The Laws and Ethics of Newswork
- Creative Non-fiction Narratives
- Newslab Live

Many of our students complete internships at leading news organisations and publications, including the New Zealand Herald, Newstalk ZB, Radio Sport and NZME news agency, Fairfax community newspapers, Stuff.co.nz, Newshub, TVNZ and Radio New Zealand.

Career opportunities

- News reporter for newspapers, magazines, television, radio or online media
- Production journalist, web editor or producer
- Freelance journalist / Specialist writer
- Researcher/communication specialist



For more details visit aut.ac.nz/communications

Public Relations

A PR career could involve organising top-level celebrities to promote an exotic resort, working with an international health organisation to communicate disease prevention in a developing country, briefing business leaders on a company merger, or lobbying the government to change regulations on behalf of a charity.

We have a longstanding relationship with the Public Relations Institute of New Zealand (PRINZ) and have developed graduate internships with PR consultancies like Porter Novelli, Acumen, Botica Butler Raudon, Baldwin Boyle, Undertow Media and Drum. Our lecturers' strong industry connections mean that you have the opportunity to go on industry field trips and gain paid PR experience during your degree.

What you study

The first year of the Bachelor of Communication Studies is common to all students, and gives you an overview of the field of communication studies.

In Year 2 and 3, our public relations courses cover topics like reputation management, relationship management, strategic communication, communication in a business environment, sponsorship and promotion, internal communication, persuasion, social media strategies and moral philosophy.

Courses may include:

- Public Relations Practice and Specialisms
- Power and Persuasion
- Strategic Messaging
- Reputation Management
- Public Relations Theory and Practice
- Digital Public Relations
- Public Image and Campaigns
- Public Relations Industry Project

Our students can plan and execute PR strategies through Outside the Square (OTS), our student-run public relations consultancy. You work in teams to interpret a brief from a real client, develop a communication strategy and implement the plan on time and on budget. Recent clients included Hockey New Zealand, Surf Life Saving, Problem Gambling Foundation of New Zealand, The NZ Music Foundation and Starship Foundation.

Career opportunities

- Corporate communications executive
- Public relations consultant
- Marketing communications executive
- Government communicator
- Internal communications advisor
- Media relations manager
- Community relations manager
- Influencer campaign manager
- Cultural mediator



John Nottage

Senior Communications Advisor for Alliances, Auckland Transport
Bachelor of Communication Studies in Public Relations

"I knew that I wanted to work with people and help organisations get their messaging out to the wider public. I had heard from friends that the communication studies degree at AUT had provided them with the knowledge and resources that led them into their roles. Once I had viewed the degree structure and visited the campus, I knew it was the choice for me.

"Being able to meet with an organisation and be given a real-life situation to solve and provide PR advice for was really a turning point for me. Suddenly, everything we had learnt in lectures, tutorials and group assignments clicked and I was ready to put my best foot forward.

"On top of that, the access to such amazing lecturers and tutors was fantastic. These are people with real-life experience – many of them still working in the industry.

"Auckland Transport has such a wide range of responsibilities that I'm dealing with several scenarios at any given time. Public relations is a huge part of my role, and the experience I gained through AUT is integral to what I do daily. The skills I learned for video production, radio interviews and even Photoshop put me ahead of most of my colleagues and I believe it's what gave me the role."



For more details visit aut.ac.nz/communications



Jess Smith

Radio Integration Operations
Coordinator, Mediaworks Radio
Bachelor of Communication Studies
in Radio¹

"I've always had a huge interest in the media industry, especially TV, advertising and radio. I decided to study communications because it offers an insight into the different aspects of the industry and enables you to find the area that best suits you.

"What I loved about AUT is that a lot of the courses are practical and that the facilities at AUT are a step ahead. When I was deciding which university to attend, I checked out the AUT City Campus and knew it was where I wanted to study. The radio and TV studios are what sold me on AUT.

"In my third year at AUT, I worked closely with a small group of students and tutors to run the student radio station. They were all passionate about radio and it was an awesome way to finish my degree.

"In my role at Mediaworks Radio, I'm responsible for planning and executing client campaigns across all of the company's radio brands; The Edge, Mai, More FM, George FM, The Rock, Breeze, Sound and Magic. I've wanted to work in radio since I was in school, and it's great to finally be working in the industry and learning all the ins and outs."

1. The Radio major is now called Radio and Audio Media.

Radio and Audio Media

Radio is fast-paced, dynamic and immediate. It's often the first medium to break the news and it's a primary source of entertainment and information for our busy lives. Audio media, including podcasts and documentaries, are rapidly becoming core parts of our media diets as the traditional boundaries between radio, audio and other media dissolve. Radio and audio are flourishing on the internet.

Personalities are the public faces of radio and audio media, taking on personas to suit the audience. But many other people work in other essential roles to get shows on air and podcasts online, including producers, journalists and sound engineers. This major enables you to explore the intersections of radio, audio and new media on the one hand with music, popular culture, change, creative practice and self-expression on the other.

What you study

The first year of the Bachelor of Communication Studies gives you an overview of the field of communication studies.

In Year 2 and 3, you get to know the business of radio, and run an FM and online radio station with other students. You create the format, manage the playlists, sell advertising, write features and commercials, promote the station and its clients, and learn how to work as a team in a fast paced and creative media enterprise.

Courses may include:

- Radio Production: Context and Creativity
- Radio Production: Programming and Performance
- Web Media for Radio
- Sound Production: Podcasting
- Radio Project
- Radio Studio
- Advanced Radio Practice
- Radio and Society

You interact with key people from Radio New Zealand, MediaWorks, NZME and The Radio Bureau. Our radio students are also sought after by the major media companies in Auckland for part-time work and exciting careers after they graduate.

Check out our student radio station in Auckland, Static 88.1 FM or visit static.co.nz

Career opportunities

- Announcer/radio journalist
- Copywriter
- Account executive
- Media planner
- Music director or programmer
- Producer
- Production or studio engineer
- Programme director
- Promotions or station manager
- Record company representative
- Studio engineer



For more details visit aut.ac.nz/communications

Screen Production

Screen production is all about telling a good story in an exciting and innovative way. The evolution of the moving image has been dramatic, and consumers today have a wide array of viewing choices in the online space and across multiple media outlets. TV and screen production professionals have to be versatile, adaptable, creative and technically competent in a number of specific roles or across a number of areas within a production.

AUT graduates are well-known for their pre-production, production and post-production skills, and can be found in leading roles in film, TV and screen production around the world. If you're fascinated by moving image and storytelling, then screen production may offer great career opportunities for you.

What you study

The first year of the Bachelor of Communication Studies gives you an overview of the field of communication studies.

In Year 2 and 3, you develop creative and professional skills to assist on productions and sets, manage schedules and be part of a thriving industry with varied roles. You work on practical TV and screen production projects, using AUT's industry standard TV studio facilities.

Courses may include:

- Creative Documentary Production
- Screen Theory in Action
- Short Film Production
- Studio Production
- Creative Screen Practice
- Creative Screen Project
- Story Lab

Career opportunities

- Camera operator
- Content creator
- Director
- Producer or production manager
- Promotions manager
- Reporter
- Researcher
- Television presenter or programmer
- Writer



Natsuki Arai

Freelance Camera Assistant
Bachelor of Communication Studies in
Screen Production

"I loved the TV studio classes and particularly enjoyed operating the camera in these classes as it taught me the basics of good framing, composition and movement in a shot. I chose to study at AUT for its modern facilities and the high-quality equipment available for students wanting to pursue film or videography.

"One of my favourite memories of my time at AUT was creating a short film in the final year of my studies. The process of getting a story, crew, cast and funding together made me realise that I thoroughly enjoy the filmmaking process. Working on the shoot days and seeing all our hard work come together before our eyes was so satisfying. After the completion of this project, I decided to work in the film industry to experience the same 'magic' I saw come together on set for our short film.

"My job now involves many technical aspects related to the camera. This requires preproduction gear preparation, camera set-up on shoots, slating; changing media, batteries and lenses; and assisting my focus puller and director of photography during the shoot. I enjoy the fast-paced environment of being on set and creating something other people will get joy or inspiration from."



For more details visit aut.ac.nz/communications

Minors

Bachelor of Communication Studies

You can tailor your Bachelor of Communication Studies to your interest and include one or two of our minors as part of your degree.

Communication for Social Change

Explore the communication processes, techniques and media that can bring about equitable change, social transformation and empowerment in society. This minor has a global focus with particular attention to issues facing the Asia-Pacific region. You examine the role of non-governmental organisations, supranational institutions and multinational corporations – alongside nation-state governments – as key actors in social change communication.

Multi-Camera Production

Develop transferable skills for team-based media production and management. You discover the importance of multi-camera production in broadcast and online media to cater for fast turn-around productions and streaming of live events. This minor has a strong work-integrated ethos, emphasising management as well as creative processes. The Multi-Camera Production minor is open to screen production students who want to further their skills, as well as to students from other communication studies disciplines.

Media and Power

This minor considers how the technologies, institutions and networks of communication are shaped by economic and political power. Become familiar with how media-communication institutions/industries work, critique the exercise of power through contemporary electronic networks, and reflect upon the significance of contemporary media issues in Aotearoa/New Zealand.

Professional Performance Communication

Develop your confidence and skills for pitching ideas, public speaking and successfully participating in meetings. This minor integrates the theories and practices of voice production and movement that are relevant to professional communication but are often based on more “traditional” performance contexts like acting.

Other communication studies minors

You can also study any Bachelor of Communication Studies major as a minor:

- Advertising and Brand Creativity – see page 12
- Digital Communication – see page 13
- Journalism – see page 14
- Public Relations – see page 15
- Radio and Audio Media – see page 16
- Screen Production – see page 17

Other minor options

You can also choose to study a major or minor from another programme at AUT as part of your Bachelor of Communication Studies. To see the wide range of majors and minors available visit aut.ac.nz/minors



QUICK FACTS

Level: 5

Points: 120

Duration: 1 year F/T, P/T available¹

Campus: City

Starts: 28 Feb & 18 July 2022

Diploma in Arts

DipArts | AK2001

Broaden your worldview with the one-year Diploma in Arts, and gain knowledge and skills in communication studies. Start your studies in a supported environment to get on track with your degree and your future. You study degree-level papers and will develop interpersonal, communication, critical thinking and problem-solving skills and will be supported through a series of tutorials, additional learning and other support.

This programme is also suitable for students who have narrowly missed UE¹ and want to continue into the Bachelor of Communication Studies or other bachelor's degrees.

Entry requirements

Minimum entry requirements

- University Entrance OR
- 42 NCEA credits at Level 3, including UE literacy and numeracy, with:
 - 10 credits in each of 3 approved subjects, OR
 - 12 credits in each of 2 approved subjects and 14 credits across 2 further subjects.

English language requirements

IELTS (Academic) 5.5 overall with a minimum of 5.5 in writing and a minimum of 5 in other bands, or equivalent.

What this qualification covers

This one-year programme will develop knowledge and skills in communication studies, along with the necessary academic preparation for further study at undergraduate level. You will take degree-level papers from a range of available subjects. We will work with you to help you identify where you want to go and what papers will help you get there.

¹ One year full-time only starting in February. Part-time not available for students who have narrowly missed UE.



For more details visit aut.ac.nz/communications

Overview of our postgraduate qualifications

Postgraduate Certificate in Communication Studies

This intensive one-semester programme offers a flexible entry into postgraduate study in communications. It's a great option if you have a three-year bachelor's degree in a relevant discipline but don't meet the entry requirements for the Master of Communication Studies.

Postgraduate Diploma in Communication Studies

From investigative journalism to screen productions, from digital media to public relations, and from organisational change to radio, this intensive one-year programme covers advanced skills in a chosen area of communications. You can either choose a generic pathway and select courses that suit your interests, or a specialised pathway that enables you to focus on one particular area within communications. Specialised pathways available are Digital Media, Journalism, Public Relations and Screen Production.

Master of Communication Studies

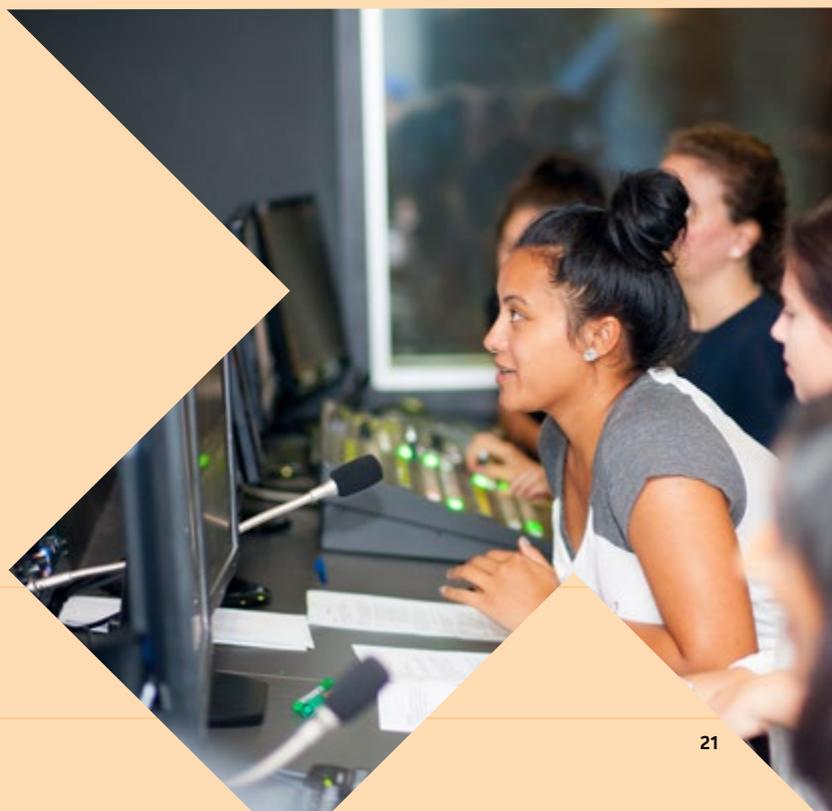
The Master of Communication Studies is a postgraduate research degree. You complete a number of advanced communications courses, and then extend your knowledge through your research project. Our supervisors have expertise across a range of fields, from journalism to organisational communication, radio to critical discourse analysis, political economy to digital media production, and film studies to public relations.

Master of Philosophy

The Master of Philosophy is a one-year research-only master's degree. It gives you the opportunity to undertake a research project of an applied or professional nature, under the supervision of communication studies staff. It can also serve as a pathway to more advanced research at doctoral level.

Doctor of Philosophy

The Doctor of Philosophy is a thesis-based research degree that leads to advanced academic and theoretical knowledge in a specialist area. It enables you to make an original contribution to understanding in the field of communication, and meet recognised international standards for such work. You work closely with a supervisor to prepare a thesis, which is then examined by independent experts applying contemporary international standards.



For more details visit aut.ac.nz/communications

HOW TO APPLY

Below is the step-by-step guide to the applications process. For more information visit aut.ac.nz/apply

1

APPLY EARLY

Places are limited. Submit your application well before the semester starts.

APPLYING FOR 2022

- Semester 1
 - apply by 6 December 2021
- Semester 2
 - apply by 2 May 2022

2

COMPLETE THE APPLICATION FORM

- Apply online
- Indicate your programme(s) of choice and major (if known)

International students can also apply using an AUT approved international agent. For a list of AUT registered agents visit aut.ac.nz/international-agents

SUBMIT YOUR APPLICATION

WE ACKNOWLEDGE YOUR APPLICATION

- We will send you an acknowledgment email, which explains how to check the status of your application
- We will contact you if we need more information

3

WE ASSESS YOUR APPLICATION

- We assess your application to ensure you have met the entry criteria for the programme(s) you are applying for
- We consider your academic history and relevant experience to ensure you can succeed in your programme
- We let you know if your application has been successful

POSSIBLE OUTCOMES

CONFIRMED We would like to offer you a place to study at AUT

PROVISIONAL You have met some of the criteria for entry to your chosen programme of study and we would like to offer you a provisional place to study at AUT. If you don't meet the rest of the requirements, then this offer will be withdrawn

CONDITIONAL You have to meet the conditions and approvals listed in your conditional offer to be able to secure a formal offer of place

DECLINED If you don't meet the entry requirements or all places are taken, we may offer you an alternative programme

ACCEPT YOUR OFFER

University admission to AUT bachelor's degrees

For New Zealand citizens and residents and international students studying in a high school in New Zealand

To gain admission to bachelor's degrees, you must have met the requirements for University Entrance plus any specified admission requirements for a programme, such as specific subjects, portfolios and interviews.

For more information on entry requirements, including entry requirements for international students, refer to the AUT Calendar or visit aut.ac.nz/calendar

Please note: AUT, like all other New Zealand universities, is required to manage enrolments. This is because of government policies that restrict the number of funded places available for domestic students in tertiary education.

Admission categories

You may be granted University Entrance under one of the following categories:

- NCEA University Entrance
- Ad Eundem Statum admission (at an equivalent level) – this includes Cambridge International Examinations (CIE) and International Baccalaureate Diploma Programme (IB)
- Discretionary Entrance
- Special Admission

Common University Entrance requirements

STANDARD	NCEA	CIE	IB ²
Overall	Require NCEA level 3 certificate which consists of 80 credits, including at least 60 credits at level 3 or higher. Can include up to 20 credits at level 2. Note: Credits to achieve NCEA level 3 may include unit standards from non-approved subjects. Subject credits Total of 42 level 3 credits including: • 14 credits from one approved subject • 14 credits from a second approved subject • 14 credits from a third approved subject	A minimum of 120 points on the UCAS Tariff ¹ at A or AS level from an approved list (equivalent to NCEA approved subject list). Must include at least three subjects (excluding Thinking Skills) with grades D or above.	IB Diploma with minimum 24 points
Numeracy	At least 10 level 1 (or higher) numeracy credits (can be achieved through a range of subjects)	A minimum grade of D in IGCSE ³ mathematics or any mathematics subject at AS or A level.	Any mathematics subject – IB Group 5
Literacy	Total of 10 level 2 (or higher) literacy credits including: • 5 reading credits • 5 writing credits From specific standards in a range of NZQA English language rich subjects.	A minimum grade of E in English Language and/or English Literature subject at AS or A level.	Literature or language and literature (SL or HL) – IB Group 1, with English as the language.

1. UCAS (Universities and Colleges Admissions Services for the UK) Tariff = system which converts AS and A level grades into points.

2. New Zealand residents who have taken IB but have not been awarded the Diploma may apply for discretionary entrance.

3. IGCSE = International General Certificate of Secondary Education.

Where programmes require a specific subject, it is expected that a student will have achieved a minimum of 14 NCEA credits in that subject (or equivalent), unless indicated otherwise.

NCEA approved subjects

For a list of NCEA approved subjects for University Entrance visit the NZQA website, nzqa.govt.nz

AUT language rich subject list

Art History, Business Studies, Classical Studies, Drama, Economics, English, Geography, Health Education, History, Media Studies, Physical Education, Social Studies, Te Reo Māori, Te Reo Rangatira.

Discretionary Entrance

Discretionary Entrance is available to applicants who have attained a high level of achievement in Year 12 and want to undertake university study.

International students can't apply for Discretionary Entrance.

You can apply if you:

- Have not completed Year 13 in a New Zealand secondary school or have done Year 13 but not attempted to gain University Entrance
- Have not otherwise qualified for admission (or have attempted University Entrance)
- Are a domestic student (New Zealand or Australian citizen or permanent resident). If Australian, your most recent schooling must have been in New Zealand
- Are under 20 years of age on the first day of the semester in which you begin study and meet other requirements of the programme for which you apply

People who missed University Entrance in Year 13 may be considered for mid-year admission in the following year.

You can't apply for admission for Semester 1 if you studied in Year 13 after 1 June. However, you can apply for admission into Semester 2.

Minimum academic criteria for Discretionary Entrance

- NCEA level 2 certificate endorsed with minimum of Merit or CIE/IB equivalent
- Minimum of 14 credits in each of four NCEA level 2 (or higher) subjects, at least three of which must be on the approved subject list
- Meet UE literacy and numeracy standards, or their equivalent.

The application is a two-step process. First, you indicate you want to apply through Discretionary Entrance on the standard application form. If you meet the criteria you are sent a second form in which you provide further information and a school recommendation.

The recommendation will provide proof of your maturity, motivation, capability and readiness to undertake degree-level study and also verify that you were not enrolled in Year 13 beyond 1 June in the year prior to admission. Please refer to the AUT Calendar or visit aut.ac.nz/calendar

Please note: Applicants are considered on a case-by-case basis and must also meet other selection criteria for the programme for which they have applied. There is a non-refundable assessment fee of \$50.00.

Admission at equivalent level (Ad Eundem Statum)

An applicant will be considered for Ad Eundem Statum admission if they:

- Have successfully gained University Entrance through CIE or IB or an approved qualification from a New Zealand secondary school of special character
- Have successfully completed a recognised foundation programme or other recognised tertiary qualification/study of at least 120 points at level 3, or at least 60 points at level 4 in one course of study and have completed Year 13 at a NZ secondary school, or equivalent.
- Have qualifications from an overseas secondary school or tertiary institution deemed by AUT to be sufficient for entry into an undergraduate degree programme.

Please note: Applicants will be required to supply an official academic transcript with their application.

Bursary

If you sat Bursary (prior to 2004) rather than NCEA please refer to the AUT Calendar or visit aut.ac.nz/calendar

Special Admission

New Zealand citizens or residents who are over 20 years of age on or before the first day of semester can apply for degree-level entry through Special Admission.

English language requirements

If you don't have English as your first language, you may have to show evidence of your English language skills.

International students studying at secondary school and applying for University Entrance must achieve UE Literacy through New Zealand secondary school qualifications NCEA, CIE or IB. IELTS can't be substituted.

In all other cases another form of English language testing is required. Minimum IELTS requirements for each programme are included on the relevant pages in this publication. For other recognised English tests and more information, visit aut.ac.nz/englishrequirements

International students

Contact us for information regarding studying at AUT if you're not a citizen or permanent resident of New Zealand or Australia, or a citizen of the Cook Islands, Niue or Tokelau islands.

Visit aut.ac.nz for entry requirements for specific countries.

If you have any questions, you can contact us at aut.ac.nz/enquire

Fees & scholarships

Cost is an important factor when thinking about university study. This page gives you an idea of the approximate tuition fees at AUT, and different options to help you fund your education including scholarships, student loans and allowances.

To give you an idea of approximate costs, the 2021 tuition fees are shown below (based on full-time study and completing 120 points per year). All fees are in NZ dollars and include GST. The 2022 tuition fees will be advertised on aut.ac.nz/fees as soon as they have been set.

Domestic student tuition fees

First-time domestic students are entitled to one year of fees free.

Undergraduate programmes

Fee (per year)	Approximately \$6,311.00-\$7,253.00 ¹
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1. Part-time students pay a proportion of the fee based on the number of academic points they are studying.

International student tuition fees

Undergraduate programmes

Fee (per year)	Approximately \$30,263.00
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Other fees you may have to pay:

- 2021 Compulsory Student Services Fee – \$790.40 for 120 points or \$6.59 per academic point
- 2021 Building Levy – \$77.52 for 120 points or \$0.65 per academic point
- Additional fees for course materials or elective courses (check with your faculty if there are additional fees for your programme)

Please note that you have to pay your fees in full by the date specified on your fees invoice.

To find out more about fees call **+64 9 921 9779** or **0800 AUT AUT** (0800 288 288).

Free fees for your university study

Eligible domestic students starting tertiary education receive one year of full-time study fees-free¹.

To check if you're eligible for fees-free study in 2022 visit aut.ac.nz/fees

1. Domestic students only, not available to international students.

Scholarships and awards

Scholarships and awards are a great way to fund your university study. There is a wide range of scholarships and awards available to AUT students at all stages of their study. Visit the scholarships website for a current list of scholarships offered by AUT and external funders, as well as application forms and closing dates. You can also contact AUT's Scholarships Office for advice on scholarships, awards and the scholarship application process.

To find out more call **+64 9 921 9837** or visit aut.ac.nz/scholarships

Support for scholarship students

Undergraduate scholarship students – whether the scholarship was awarded for academic endeavour or for excellence in sports, culture or leadership – have access to an extensive programme of support, including professional development and networking opportunities, and one-on-one support.

Student loans and allowances¹

If you are a full-time domestic student, you may qualify for a student loan or allowance. Student loans and allowances are administered and paid by StudyLink. The application process can take some time, so it's a good idea to apply early. You can apply for a student loan or student allowance before your enrolment at AUT is complete.

To find out more call **0800 88 99 00** or visit studylink.govt.nz

1. For domestic students only

Help with planning and budgeting

We know that sometimes things happen and financial stress can impact your academic success. That's why we offer financial support that ranges from offering grocery or fuel vouchers, to helping with that unexpected bill.

StudyLink website

Visit studylink.govt.nz for tools, tips and information to help you plan and understand the costs you will have while studying.

Find out more

AUT open day

Our open day at the City Campus will showcase everything AUT has to offer to help you make an educated decision about university study. To find out more visit aut.ac.nz/live

Visit our website

For the latest information on AUT programmes and to keep up-to-date with what's happening at AUT visit aut.ac.nz

Contact us online

If you have any questions about studying at AUT, you can contact us at aut.ac.nz/enquire

Secondary schools

If you are a secondary school teacher or career advisor, our Future Students Team can help you with any questions you may have. Contact the team at secondary.schools@aut.ac.nz

Connect with us

AUT has a range of social media channels to keep our students and the general public aware of what is going on around the university.

Connect with us now:



@FutureStudentsofAUT

Need some guidance?

If you're still unsure what to do, or would like to check out the campus and facilities, you can contact our Future Students Team. Email future@aut.ac.nz or call **0800 AUT AUT** (0800 288 288) to speak to one of our friendly advisors.

Drop in and see us

AUT Student Hub

City Campus

Level 2, ground entry, WA building, 55 Wellesley Street East, Auckland

North Campus

AS building, 90 Akoranga Drive, Northcote, Auckland

South Campus

MB building, 640 Great South Road, Manukau, Auckland



Campus map



Key

-  Student Hub
-  Student lounge & study space
-  Café
-  Library
-  Early Childhood Centre
-  Gym
-  Conference facility
-  Intercampus shuttle bus stop
-  Breast feeding and baby change room
-  Mobility parks
-  Defibrillator

City Campus

55 Wellesley Street East
Auckland Central





0800 AUT AUT (0800 288 288)

Auckland University of Technology
Auckland, New Zealand
aut.ac.nz

Enquire now
aut.ac.nz/enquire

CITY CAMPUS
55 Wellesley Street East, Auckland Central

NORTH CAMPUS
90 Akoranga Drive, Northcote, Auckland

SOUTH CAMPUS
640 Great South Road, Manukau, Auckland

Connect with us now:



@FutureStudentsofAUT