

COMMUNICATION STUDIES

UNDERGRADUATE PROGRAMME GUIDE
2018

AUT



AUT graduates have work
experience where they
apply their learnings



EMPLOYABILITY
QS STARS 2017

TOP 3% UNIVERSITIES
WORLDWIDE



A graphic showing the text 'TOP 3% UNIVERSITIES WORLDWIDE' with a world map icon in the background.

Welcome to Communication Studies



Welcome to AUT and the opportunity to study towards a career in the growing world of communications and media.

Print, broadcast and new media are central to our lives as citizens, and shape and reflect our perceptions and reactions to the world. We make choices on everything from policy decisions to consumer purchases based on the messages we receive. AUT's graduates help create those messages.

As producers, journalists, creative advertising professionals and communication managers, AUT communications graduates help decide the media's look, sound, feel and flavour. These are exciting and demanding careers that constantly change to shape communication for the demands of today and tomorrow. It's a changing world and, in a challenging global environment, the communication industries are at the forefront.

The demand for our graduates is high because the standard is high. The rewards are there if you're equipped with the necessary skills and engage critically and analytically with the world of contemporary communications.

In order to give you those skills, our modern purpose-built facilities feature screen and television studios, a motion capture and chroma key studio, performance studio, radio station, sound and edit suites, digital media computer labs, and media centre.

Our qualifications will put you into real working situations, and our teaching and facilities will prepare you for the world of the media and communication.

Associate Professor Alan Cocker
MA (Hons), PhD *Auck*
Head of School, Communication Studies

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.

Contents

Course information

Bachelor of Communication Studies

- 09 Overview
- 11 Course planner
- 12 Advertising Creativity
- 13 Creative Industries
- 14 Digital Media
- 16 Journalism
- 18 Public Relations
- 20 Radio
- 22 Television and Screen Production
- 24 Conjoint programmes of study: Bachelor of Business and Bachelor of Communication Studies
- 25 Double degrees: Bachelor of Communication Studies and Bachelor of Laws

26 Certificate in Communication Studies

27 Graduate Diploma in Advertising Creativity

29 Overview of our postgraduate qualifications

About AUT

- 02 AUT's faculties and schools
- 03 Qualifications and study pathways
- 04 Why study communication at AUT?
- 36 Campus maps

Applying for your programme

- 30 How to apply
- 32 University entrance
- 34 Fees and payment
- 35 Find out more

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

Image on page 30–31 by Simon Devitt Photographer.

Cover: 89% work experience (AUT Annual Report 2016), 5 out of 5 (QS Stars University Rating 2017), Top 3% (Universities New Zealand website www.universitiesnz.ac.nz)

The information contained in this programme guide is primarily intended for domestic students. International students should visit www.aut.ac.nz/international

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 www.aut.ac.nz/calendar, to ensure that they are aware of, and comply with, all regulations, requirements and policies.

The information contained in this programme guide was correct at the time of print, May 2017.

AUT's faculties and schools

AUT has five faculties and 17 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 Ōhanga

FACULTY OF CULTURE AND SOCIETY

TE ARA KETE ARONUI

School of Education

Te Kura Mātauranga

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

Colab: Creative Technologies

Marautanga Matatini

FACULTY OF HEALTH AND ENVIRONMENTAL SCIENCES

TE ARA HAUORA A PŪTAIAO

School of Clinical Sciences

Te Kura Mātai Haumanu

School of Interprofessional Health Studies

Te Kura Pākeho Ngaiotanga o Ngā Marau Akoranga Hauora

School of Public Health and Psychosocial Studies

Te Kura Hauora Tūmatanui

School of Science

Te Kura Whakamahi Pūtaiao

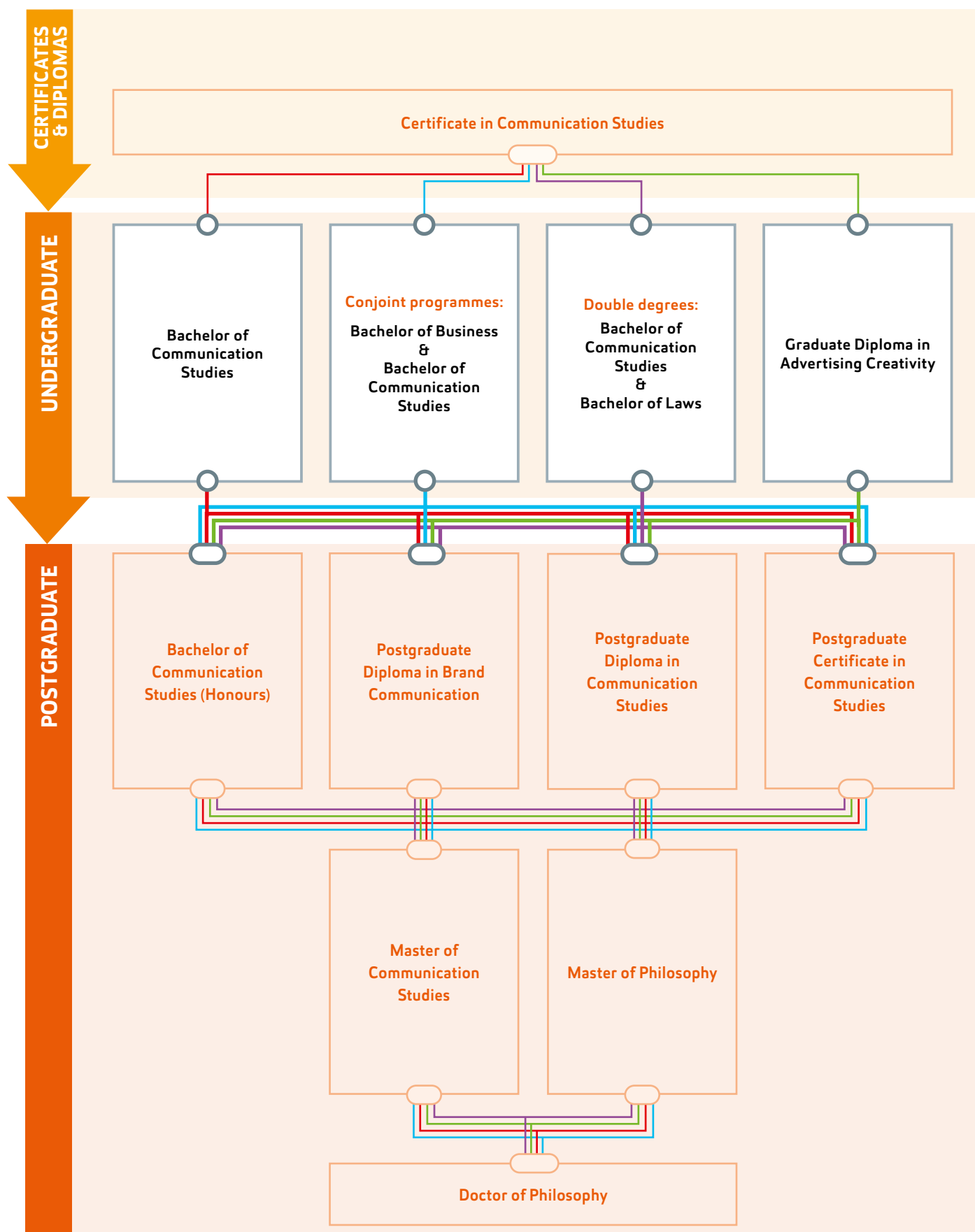
School of Sport and Recreation

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..

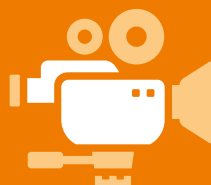
Why study communications?



State-of-the-art
radio studio



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



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 AUT is New Zealand's fastest growing university

Widely recognised qualifications

Our communications programmes are well regarded by the industry, and you find our graduates in key roles across the media and communication industries. AUT's communication studies programmes 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 as critical thinkers with strong technical skills. They frequently win top awards and are highly sought after by employers around the world.

Workplace experience during your degree

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. Journalism students, for example, get a taste of different media outlets through the internships that are part of their degree. Similarly, public relations students can work on a project for a not-for-profit client through our public relations agency Outside the Square.

Strong support from industry partners

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 you're career-ready when you leave AUT.

Outstanding facilities and services

We're proud of our industry standard facilities. As a communications student, you'll be based in AUT's state-of-the-art Sir Paul Reeves Building (WG) on the City Campus. Our space includes a screen and TV studio, motion capture and chroma key studio, performance studio, radio station, sound and edit suites, digital media computer labs, and media centre, all under one highly modern roof.

Big-hearted and diverse

As an AUT student you study at a modern and innovative university, and have endless opportunities to make your mark. We offer some of the most comprehensive student services and support in New Zealand, but you find care and support beyond these services – in conversations with lecturers, group work with classmates and in the many campus events. They're all reasons why 9 out of 10 AUT graduates recommend us as a great place to study.

International study opportunities

Gain valuable international experience as part of your degree and spend a semester at one of our partner universities: Cardiff University, Wales; Danish School of Journalism, Denmark; Falmouth University, England; Hanze University, Netherlands; Leeds Beckett University, England; Malmö University, Sweden; Missouri School of Journalism, USA; Oxford Brookes University, England; Queen Margaret University, Scotland; Ryerson University, Canada; Salzburg University of Applied Sciences, Austria; SUNY Oswego, USA or Tec de Monterrey, Mexico.

University life

As an AUT student you study at a modern and innovative university, and have the chance to meet new people and develop lifelong skills, while getting the support you need to succeed at university and beyond.

At AUT, we celebrate diversity. Our students come from 140 different countries, and we're proud to be the only university that has the Rainbow Tick. Join us, and you'll quickly learn how inclusive and caring our community is.

We offer some of the most comprehensive student support services in New Zealand, including:

- Orientation for all new students
- Student Hub – with dedicated advisors to help with any issue
- Accommodation on campus
- AuSM – AUT student association and clubs
- International student support
- Sport and fitness centres – supporting everyone from elite athletes to social sports teams
- Childcare centres
- Māori student support
- Pacific student support
- Chinese-speaking student support
- Disability student support and resources
- Employability and Careers Hub
- Health, Counselling and Wellbeing centres
- IT support and computer labs
- Library and student learning services
- Rainbow community network and resources
- Student financial services and scholarships office

To find out more about what it's like to study at AUT visit www.aut.ac.nz



Thomas Klaassen

Intern Art Director, FCB West, San Francisco
Student, Bachelor of Business in Market Insights: Marketing, Advertising, Retailing, Sales & Bachelor of Communication Studies in Advertising Creativity conjoint programmes

“Through the AUT Internz International Scholarship Programme, I’m currently interning in San Francisco before returning to AUT to finish the final semester of my degree. The workplace environment here is so fun and energising, and I’ve enjoyed being involved with campaigns for clients like Levi’s, Clorox and Ghirardelli Chocolate. I’m constantly amazed by the variety of work I’m given here, from brainstorming big ideas, to editing videos, touching up photography, to designing interactive social activations. Whatever task gets thrown my way I feel confident with the skillset I gained through AUT.”

Helping you succeed

Our library and learning support team offers a wide range of services and resources, including access to an extensive collection of print and online databases, as well as workshops to help you get a head start on your studies. Drop in any time, we're happy to help any way we can.

Study overseas as part of your degree

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

Creating career-ready graduates

The AUT Employability and Careers team helps you plan in advance for your future career by developing job search and interview skills, while building your personal brand and networking skills. We'll also introduce you to employers looking to recruit AUT graduates. Be recognised for your 'C skills' – collaboration, co-operation, community, curiosity, communication and creativity – by completing the AUT Edge Award.

Easy to get help

The AUT Student Hub is the place to go for help. Located on each campus, the Student Hub provides a range of services, from academic or personal advice to questions about fees and support for our diverse student communities.

Support for first-year students

Studying at university can be quite an adjustment. That's why AUT is proactive in helping you transition to university life. From Orientation to our peer mentoring programme where senior students share their experience with you, our student support services make a huge difference to life as a first-year student.

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 NZ, Canada and the USA – including Facebook, Paramount Recording Studios, the Sundance Institute, Oxfam, the Metropolitan Museum 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 nine-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.





1 Inside the WG building, home of our communication programmes 2 Journalism students in our dedicated media centre 3 Static FM, AUT's student radio station 4 Experience a police scenario in a journalism class 5 Learn in modern lecture theatre facilities 6 Students working in the television studio control room 7 Our state-of-the-art screen and television studio

Bachelor of Communication Studies [BCS | AK3303]

Overview

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, 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.

Selection criteria

Preferred entry: Preference will be given to applicants who have completed Year 13 with:

- **NCEA:** A rank score of 180 or higher, with 14 credits in each of two subjects from Classical Studies, Drama, English, Geography, Health Education, History, History of Art, Media Studies, Social Studies, Te Reo Māori or Te Reo Rangatira.
- **CIE:** A rank score of 150 or higher including a minimum AS level grade of C in at least one of the subjects listed above, or equivalent.
- **IB:** A minimum of 28 points including a minimum grade 5 in one of the subjects listed above, or equivalent.

Other documentation may be requested.

Applicants who do not meet the preferred selection criteria above will be considered on a case-by-case basis where places are available.

Preferred school subjects

Language rich subjects are useful

Don't meet the entry requirements?

Consider starting with our Certificate in Communication Studies.

Majors

- Advertising Creativity
- Creative Industries
- Digital Media
- Journalism
- Public Relations
- Radio
- Television and Screen Production

You can choose a single major, or a major plus a minor. A major consists of 90 points and a minor of 60 points.

QUICK FACTS

Level: 7

Points: 360

Duration: 3 years F/T only

Campus: City

Starts: 26 Feb 2018

Apply by: 29 Sep 2017¹



Shaan Mehta

Freelance Music Producer, Chicago
Bachelor of Communication Studies in
Digital Media

"AUT is well known for its communications school, and I knew the Bachelor of Communication Studies would help lead me in the right direction because of all the opportunities that come with it. There were so many great facilities for us to use, and I really admire AUT's approach to learning. It prepares you for life after university. Make sure to get involved in all the programmes on offer for students. For example, through the AUT Internz programme I was offered a position at Paramount Recording Studios in Hollywood. I still feel honoured by the opportunity AUT gave me – the Internz programme is amazing and gives people like myself a chance to pursue their dreams. I now produce and compose songs for artists and songwriters, working in different recording studios and overseeing projects like EP's, albums and mixtapes."

Bachelor of Communication Studies

Overview continued



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



Samuel Clarke

Ngāpuhi
Reporter, 1 News
Bachelor of Communication Studies
in Journalism

"I had always dreamt of being part of a major news organisation. The AUT work placements were invaluable – they gave me the practical skills that pure theory can't teach. Even the ways that we studied ran parallel with industry standards. Through AUT I met contacts from a number of industries, and the degree even helped me land a position at TVNZ during my last year of study. AUT offered me a chance to not only get experience at practically any publication of my choosing but helped me line up future job prospects. The skills I learned at AUT translate into my work every single day. The writing and research skills as well as the firm understanding of the fundamentals of current affairs are essential for my work."

What this qualification covers

Year 1

You'll be introduced to the media world and essential communication theories and practice. This year you take seven papers (including one paper worth 30 points). There are five core papers.

Year 2

In Year 2, you'll be involved in more practical work in up to three communication disciplines, while continuing to study critical theory. This keeps your options open for your major and minor, which start this year. We recommend you choose two papers each for three majors of your choice.

Year 3

Your final year focuses on the theory and practice of your major. You may also be able to complete an industry project as part of Year 3.

Double your career options – study communications and:

- Bachelor of Business (conjoint)
- Bachelor of Laws (double degrees)

Today, standing out from the crowd is more important than ever. Conjoint programmes and double degrees double your knowledge and opportunities, but don't take double the time to complete.

Conjoint programme

In a conjoint programme, you study two degrees at the same time in a single programme of study. It's usually possible to complete two three-year degrees in four to five years. You need to maintain a B grade average across all papers and do papers from each degree every year.

Double degrees

The difference between double degrees and conjoint programmes is that in the double degrees you apply for and enrol separately in each of the two degrees. If you're considering doing this, it's important that you contact AUT to discuss your plans. Double degrees can be completed either one after the other or concurrently.

AUT encourages early application by 29 September 2017. Places are limited.

1. Applications for admission close on 29 September 2017. Although we will continue to accept applications until all places are filled (up to the start of Semester 1, 2018), those who submit their applications by 29 September will be prioritised.



For more details visit www.aut.ac.nz/communications

Course planner

The Bachelor of Communication Studies takes three years of full-time study. You complete 120 points per year (a total of 360 points for your degree).

YEAR	SEMESTER 1	SEMESTER 2
1 120 points	5 core papers (90 points total)	
	Interpersonal Communication (15 pts)	Media Communication I (15 pts)
	Image and Sound (15 pts)	Elective paper (15 pts) ^{1,2}
	Applied Media Ethics (15 pts)	Elective paper (15 pts) ^{1,2}
	Media Production Workshop (30 pts)	
2 120 points	Media Communication II (core paper – 15 pts)	Intercultural Communication (core paper – 15 pts)
	Preferred major 1 – compulsory paper 1 (15 pts)	Preferred major 1 – compulsory paper 2 (15 pts)
	Preferred major 2 – compulsory paper 1 (15 pts)	Preferred major 2 – compulsory paper 2 (15 pts)
	Preferred major 3 – compulsory paper 1 (15 pts)	Preferred major 3 – compulsory paper 2 (15 pts)
3 120 points	Media Communication III (core paper – 15 pts)	Chosen major – compulsory paper 3 (15 pts)
	Chosen major – compulsory paper 1 (15 pts)	Chosen major – compulsory paper 4 (15 pts)
	Chosen major – compulsory paper 2 (15 pts)	Elective paper (15 pts)
	Elective paper (15 pts)	Elective paper (15 pts)

360 points total

1. If you plan to complete the Journalism major, your Year 1 elective papers must include Principles of Journalism.
2. Semester is dependent on the chosen paper.
3. Your paper choices in Year 3 vary depending on your choice of major and whether you are also completing a minor.

You can structure Year 3 as follows:

- Media Communication III plus 105 points from papers within your major (compulsory and electives); or
- Media Communication III plus 60 points from papers within your major (compulsory), plus 45 points made up of elective papers, papers to complete a minor or additional papers from your major.

Minors and electives

You can study a minor or elective papers from another AUT degree, enabling you to pursue an area of interest from a wide range of subjects.

For more details visit www.aut.ac.nz/dctminors



For more details visit www.aut.ac.nz/communications

**KEY FEATURES:**

- The only NZ university degree in advertising creativity
- Supported by the advertising industry and CCC (Commercial Communication Council)
- Recognised by the international Design and Art Direction (D&AD) University Network

**SEE YOURSELF AS:**

- A strong writer or visual communicator, with a vivid imagination
- A boundary breaker, a trend spotter
- Inquisitive and cheeky
- Hard-working and committed

**CAREER OPPORTUNITIES:**

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

Bachelor of Communication Studies

Advertising Creativity

Advertising is about thinking laterally and developing effective brand and product campaigns. You start with an insightful idea and then choose various media to create a great advertising 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 throughout your study you learn from guest speakers from leading advertising agencies and client companies like TVNZ, Spark, MediaWorks, Saatchi & Saatchi, DDB, Colenso BBDO, FCB New Zealand and Film Construction.

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 ads may even be published in the media. Many students are also offered workplace experience at leading advertising agencies.

What this major covers

You develop ideation, art direction and copywriting skills for print, radio, outdoor, television and digital advertising, as well as creative problem-solving skills and the ability to communicate information in a compelling way.

Year 1

The first year of the Bachelor of Communication Studies is common to all majors. Refer to page 11 for a list of core papers.

Year 2

Advertising Creativity papers:

- Advertising Creativity
- Visual Communication

Year 3

Advertising Creativity papers:

- Advertising Art Direction (compulsory)
- Applied Creative Strategies
- Campaigns
- Copywriting (compulsory)
- Creative Principles and Strategy (compulsory)

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For more details visit www.aut.ac.nz/communications

Bachelor of Communication Studies

Creative Industries

The creative industries are crucial to national development. Film, TV, music and publishing contribute billions of dollars to the New Zealand economy each year, and museums, galleries and the performing arts are a key part of the cultural calendar. There's a need for people who can take creative ideas from the drawing board to the marketplace. AUT's Creative Industries major prepares you for these diverse career opportunities.

You explore how creative organisations work and the key issues the creative sector faces in New Zealand and overseas. You become familiar with cultural policy and its place in everyday life, and how to lead teams and manage projects in the creative sector. Papers cover examples from all parts of the creative sector to prepare you for a wide range of careers in the creative industries.

What this major covers

Year 1

The first year of the Bachelor of Communication Studies is common to all majors. Refer to page 11 for a list of core papers.

Year 2

Creative Industries papers:

- Contextualising Creative Industries
- Organising Creative Work

Year 3

Creative Industries papers:

- Cultural Policy Analysis
- Organising Creative People
- Creative Industries Practice – your chance to find and manage an industry-based creative project of your choice

You then choose Creative Organisations and Social Identity, or any other approved Year 3 Creative Industries paper.

AUT encourages early application by 29 September 2017. Places are limited.¹

1. Applications for admission close on 29 September 2017. Although we will continue to accept applications until all places are filled (up to the start of Semester 1, 2018), those who submit their applications by 29 September will be prioritised.



KEY FEATURES:

- Can lead to diverse roles in museums, galleries, performing arts management or the cultural aspects of city development
- Manage an industry-based creative project



SEE YOURSELF AS:

- Drawn to creative work and people
- Able to lead a creative team
- Highly organised and aware of the creative environment and opportunities



CAREER OPPORTUNITIES:

- Cultural policy analysis
- Project management within the creative industries
- Manager in theatre production, publishing, online design or marketing



For more details visit www.aut.ac.nz/communications

**KEY FEATURES:**

- Includes a substantial digital media project for a real client
- A mix of technical and creative skills
- Covers skills needed in all areas of communications

Bachelor of Communication Studies

Digital Media

Digital media is at the heart of modern communication. Our Digital Media major is a mix of media communication and technology, and prepares you for a range of careers, including as a digital strategist, digital media planner, digital analyst, content manager, digital producer and digital content designer.

Explore how to make digital media communicate effectively, look great, sound great and tell a great story. Throughout your studies you learn to recognise new creative markets as they emerge, manage teams and projects, and design new workflows. You work on various digital media projects, and deliver your work via mobile devices, broadcast media or broadband communication, on time and on budget.

What this major covers**Year 1**

The first year of the Bachelor of Communication Studies is common to all majors. Refer to page 11 for a list of core papers.

Year 2

Digital Media papers:

- Visual Communication (compulsory)
- Moving Image Production I
- Interactive Media Production I

Year 3

Digital Media papers:

- Digital Media Project (compulsory)
- 3D Modelling and Animation I
- 3D Modelling and Animation II
- Advanced Digital Video
- Digital Audio Production
- Interactive Media Production II
- Moving Image Production II
- Web Media Production I
- Web Media Production II

**SEE YOURSELF AS:**

- Always connected
- An early adopter
- An innovative storyteller
- A digital native
- Visual

**CAREER OPPORTUNITIES:**

- 2D/3D animator/compositor
- Digital media project manager, producer or consultant
- Digital video specialist
- Instructional media designer
- Interactive media producer or consultant
- Mobile content developer
- Motion graphics designer
- Post-production special effects designer
- Production assistant
- Visual designer for print and online media
- Web administrator/designer

Digital media project

In the final year, all students work in teams to devise and produce an original digital multimedia piece for a client. You'll be responsible for creating a project plan, deciding which treatment is best for your project, acquiring media and developing the content for your project to a high technical standard, on time and on budget.

AUT encourages early application by 29 September 2017. Places are limited.¹

1. Applications for admission close on 29 September 2017. Although we will continue to accept applications until all places are filled (up to the start of Semester 1, 2018), those who submit their applications by 29 September will be prioritised.



Andrew Cho

Product & Brand Designer,
Mighway
Bachelor of Communication Studies
in Digital Media

"I chose this degree because I knew that the Bachelor of Communication Studies at AUT is very well-known and includes workplace experience as part of your study. One of the things I enjoyed most was the Digital Media Project paper in my final year. This was our final practical assignment, and our group was working for Te Papa museum to show them how technology and innovation can create a more engaging experience for their audience. I learned so much from this project. I absolutely love waking up every day being able to work in a role I'm passionate about. User experience and user interface design was something I really enjoyed in my degree, so for my first job to be in that field was amazing."

Employer comment

"Andrew had a broad range of skills and solid technical comprehension that is perfect for a start-up like Mighway. It was immediately apparent that Andrew's personality was a great culture fit for our business, and I could sense he'd be able to pick things up quickly. Mighway is a tech start-up, so Andrew's Bachelor of Communication Studies in Digital Media has been ideal in understanding digital media channels, and contributed a great deal to our multi-channel digital marketing strategy."

Jason Nockels, Head of Brand and Marketing, Mighway



For more details visit www.aut.ac.nz/communications



KEY FEATURES:

- Workplace experience in different news outlets
- Experience running a newsroom
- Write, sub-edit and design stories for our award-winning Te Waha Nui newspaper and our online news site, www.tewahanui.nz



SEE YOURSELF AS:

- A truth seeker
- Inquisitive
- A hunter of stories
- Investigative and curious



CAREER OPPORTUNITIES:

- News reporter for newspapers, magazines, television, radio or online media
- Data journalist
- Freelance journalist
- Specialist writer
- Production journalist
- Web editor
- Communications professional

Bachelor of Communication Studies Journalism

Today's rapidly changing news media environment means we need journalists who know how to find, write and produce news using multimedia technologies, and who have a solid grounding in broad communication theory. Through AUT's Journalism major, you learn to write, illustrate and edit stories for professional news organisations, often beating the professionals to breaking stories for publications.

Papers cover essential skills for a career in journalism or a number of other career pathways that utilise these capabilities, and include news gathering, news and feature writing, and court and local government reporting. You gain experience in news reporting, different writing and production specialisations, bicultural reporting, cross-cultural reporting, news photography, media law and ethics. You learn on the job, and will be encouraged to participate in live reporting exercises.

What this major covers

Year 1

The first year of the Bachelor of Communication Studies is common to all majors. Refer to page 11 for a list of core papers. If you plan to study the Journalism major, you must successfully complete Principles of Journalism in Year 1.

Year 2 & 3

In your second and third year you have many opportunities to contribute to the real world of news. This includes filing stories for different news outlets, experience of daily news journalism in our specialist media centre under the guidance of a media professional, and a two-week internship.

Journalism papers (compulsory):

- Journalism I: Structure, Form and Content
- Journalism II: Context, Audience and Reach
- Journalism III: Depth, Speciality and Data
- Journalism IV: Features, Profiles and Investigation
- Journalism Law and Ethics
- Public Affairs Reporting

You can also choose from a range of elective papers that cover radio, television, magazine or photo journalism; editing and design, and Māori and Pacific media, and reporting in the Pacific region.

Practical journalism experience

Newsroom experience

Our newsroom experience teaches you the operations of a daily newsroom. It is compulsory for all students. You participate in story meetings, generate content ideas, research and write real stories, cover breaking news, supply photo and video content, upload and edit content in real time on the Te Waha Nui website, and work in a team environment. You use multimedia in all stories and maximise the potential of social media wherever possible. AUT offers a custom-built, multi-million dollar newsroom and media hub.

Noho Marae workshop

Noho Marae, a two-day workshop, is held on location at Hoani Waititi Marae in West Auckland, and includes an overnight stay in the meeting house. The visit is part of the Public Affairs Reporting paper and is an opportunity to hear from a range of high-profile speakers on issues relating to Māori ethnicity, diversity and sexuality.

Journalism internship

An internship in a working newsroom is crucial to assess your skills as a budding journalist, and key to your chances of finding employment after graduating. All journalism students complete a two-week internship in a newsroom anywhere around the country, and we work with you to find a newsroom that best suits your interests and needs.

Our students complete their internships at leading news organisations and publications, including:

- The NZME integrated newsroom – includes the New Zealand Herald, Newstalk ZB, Radio Sport and NZME news agency
- Fairfax community papers
- Stuff.co.nz
- Newshub – a multi-platform TV, radio and digital news service combining 3 News and RadioLIVE
- TVNZ
- Radio New Zealand

During your internship you'll be given meaningful news stories to cover and submit, and walk away with an enhanced understanding of the media industry and valuable industry contacts.

AUT encourages early application by 29 September 2017. Places are limited.¹

1. Applications for admission close on 29 September 2017. Although we will continue to accept applications until all places are filled (up to the start of Semester 1, 2018), those who submit their applications by 29 September will be prioritised.



Briony Sowden

Producer/Journalist, Al Jazeera Media Network
Bachelor of Communication Studies in Journalism

"I get to work on some of the most complex stories in the world. I'm often blown away by the stories I'm writing about; real historic events that are shaping the political landscape. Al Jazeera gives a different perspective to stories. It gives the voice to the voiceless. We often say that Al Jazeera stays when the world leaves. I always knew that I wanted to work in foreign affairs. It was something I was passionate when I was studying journalism at AUT, so I made sure I took elective papers on war and peace, and international relations. My end goal was to move overseas and tell what I perceived to be the real stories of the world."

Employer comment

"Briony is a good writer and, most importantly, keeps getting better. She reads. I can think of two occasions where she picked up on inaccuracies in wire copy. She has many natural talents of a good journalist, especially open-mindedness. She is also sceptical, has a healthy curiosity, and is a team player."

Morgan Waters, Executive Producer – Output, Al Jazeera Media Network



**KEY FEATURES:**

- Supported by the Public Relations Institute of New Zealand (PRINZ) and leading PR consultancies
- Gain experience in our student-run PR consultancy, Outside the Square
- Includes a PR project for a real client

Bachelor of Communication Studies

Public Relations

Public relations is about managing communication activities, reputations and building relationships. An effective public relations practitioner needs a wide knowledge of communication, knows how the media works, understands strategy, is culturally sensitive and has a range of writing, visual and audio skills. PR professionals work for a variety of organisations, from governments to small businesses, and multinationals to non-profit organisations. Many of our graduates work in overseas consultancies in the UK, Australia and USA.

The Public Relations major helps you develop an understanding of reputation management, strategic communication, public relations writing, communication in a business environment, sponsorship and promotion, internal communication, persuasion, social media and communicating with diverse audiences. There's input from the Public Relations Institute of New Zealand (PRINZ) and public relations consultancies like Porter Novelli, Acumen, Botica Butler Raudon PR, Mango, Network Communication, Professional Public Relations, and Sparkactivate.

What this major covers**Year 1**

The first year of the Bachelor of Communication Studies is common to all majors. Refer to page 11 for a list of core papers. Because we like our students to have wide-ranging knowledge and interests, we encourage you to choose the remaining two papers from across AUT.

Year 2

The first semester covers current theories, models and concepts of public relations, as well as real-life examples. In the second semester, you'll be introduced to a range of PR writing styles.

Compulsory papers:

- Public Relations Communication
- Public Relations Writing

**SEE YOURSELF AS:**

- A people person
- Strategic thinker
- Builder of reputations and relationships
- Good writer, speaker and organiser

**CAREER OPPORTUNITIES:**

- Corporate communication executive
- Public relations consultant
- Marketing communication executive
- Government communicator
- Internal communications advisor
- Media relations manager
- Community relations manager
- Social media manager

Year 3

All students take the Reputation Management paper, which covers managing reputations and issues, and managing relationships between an organisation and its publics. You will also complete the Public Relations Strategy and Practice paper, which provides you with practical experience through the student-run consultancy. You can then choose whether you want to learn more about internal communication, persuasion or creating content for multimedia platforms.

Practical PR experience

A key component of this year is planning and executing PR strategies through Outside the Square (OTS), our student-run 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. Your responsibilities include managing communication activities, producing print and web-based publications, carrying out media relations and liaising with the client. At the end of the year you and your team can enter your project into the industry-run Paul Dryden Tertiary Student Award. Throughout the year you can also apply for internships and gain work experience, although this is not a requirement of this major.

Recent clients included:

- Hockey New Zealand
- Surf Life Saving
- Home & Family Counselling
- Problem Gambling Foundation of New Zealand
- Halberg Trust
- The NZ Music Foundation
- Starship Foundation

AUT encourages early application by 29 September 2017. Places are limited.¹

1. Applications for admission close on 29 September 2017. Although we will continue to accept applications until all places are filled (up to the start of Semester 1, 2018), those who submit their applications by 29 September will be prioritised.



Cassie Arauzo
Account Manager/
Communications Consultant,
The Clique
Bachelor of Communication
Studies in Public Relations

"Studying at AUT gave me the ability to take textbook knowledge and apply it to a real-life public relations project. Able Products enlisted the help of PR students to communicate the story surrounding their cleaning products. We created a unique event, inviting the Mission Bay community to interact with Able's brand, products and people. I like to think of Able Products as my first ever PR client – which is pretty special. I love the impact PR can have. It's a rewarding job because I know that my work makes a difference to the world we operate in. I enjoy taking an idea and watching it come to life through strategic communications."

Employer comment

"Cassie is a bright, motivated and personable young woman who gave me confidence that she would meet the high standards consistently required of a PR consultant responsible for managing a range of clients and project. Cassie had clearly gained a lot of knowledge through her degree, and demonstrated an understanding of both the theory and application of PR. She first worked with us while finishing her AUT degree, and the discussions we had on her projects showed she was really engaged and involved in the learning process, not just completing work because it was due."

**Jane Dodd, Founder/Director,
The Clique**



For more details visit www.aut.ac.nz/communications



KEY FEATURES:

- NZ's only university degree in radio
- Access to our state-of-the-art radio and audio studios
- Real experience in our student radio station, Static 88.1 FM

Bachelor of Communication Studies Radio

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. Radio is also at the forefront of popular culture – delivering music, opinion and information to ever more savvy and demanding audiences.

The Radio major covers the key skills for a career in radio: creativity, performance skills, theory, radio station operations and management. You have many opportunities to work in FM and online broadcasting, and hone your skills through our student radio station. You also interact with representatives from Radio New Zealand, RadioWorks, NZME and The Radio Bureau.

What this major covers

Year 1

The first year of the Bachelor of Communication Studies is common to all majors. Refer to page 11 for a list of core papers.

Year 2 & 3

You get to know the business of radio and how both public and private broadcasters operate behind the scenes. You'll be engaged in a range of professional tasks: announcing, writing and selling commercials, writing features, recording and producing items for broadcast, researching and presenting documentaries, compiling and presenting news and organising station and client promotions.

Compulsory papers:

- Radio Production I
- Radio Production II
- Applied Radio Techniques
- Research Project Radio
- Radio Performance



SEE YOURSELF AS:

- A creative thought starter
- Capable of thinking on your feet
- Interested in people, popular culture and current events
- Keen to communicate through radio



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

Practical radio experience

During these years you run an FM and online radio station with other radio students. You'll be on-air and involved with the day-to-day management of the station. This involves:

- Creating the format
- Managing the playlists
- Selling advertising
- Writing features and commercials
- Promoting and marketing the station and its clients
- Learning how to work as a team in a fast-paced and highly creative media enterprise.

Check out our student radio station, Static 88.1 FM, visit www.static.co.nz or search the TuneIn Radio app.

Our radio students are also sought after by the major radio companies in Auckland for part-time work and work experience. Many of our students make strong connections with the media industries that set them up for exciting careers after they graduate.

AUT encourages early application by 29 September 2017. Places are limited.¹

1. Applications for admission close on 29 September 2017. Although we will continue to accept applications until all places are filled (up to the start of Semester 1, 2018), those who submit their applications by 29 September will be prioritised.



Stephanie Monks

Radio Announcer / TV
Presenter, The Edge, Mediaworks
Bachelor of Communication Studies
in Radio

"There really is no 'typical' day for me at The Edge. Some days I'm interviewing huge stars like Justin Bieber, other days I'm bungy jumping off the Harbour Bridge dressed as Katy Perry and singing 'Firework' as I fall. Every day is different which makes it so enjoyable. What I've found is confidence is a key skill for my role, as well as creativity, high-energy and enthusiasm. And it's important to simply be yourself. Social media is a big part of the future of radio. While we're broadcasting on the radio, at the same time we're also on Twitter, Instagram, Snapchat and Facebook, connecting with our social media audience as well."

Employer comment

"Presenting isn't all glitz and glamour, it requires lots of preparation and planning off air; not to mention that the work hours usually don't fit into a normal 9-5 work day. Some of the key skills you need for this career include excellent written and spoken communication, the ability to take direction, presentation skills across all mediums, strong understanding of social media, passion for music and pop culture, and a willingness to always improve. Steph has all these skills, but the x-factor is her personality and lifestyle which complements The Edge brand."

Ryan Rathbone, National Content Director, The Edge, Mediaworks



For more details visit www.aut.ac.nz/communications

**KEY FEATURES:**

- One of the best TV studio facilities in New Zealand
- Access to the latest digital field equipment
- Includes a major practical project in Year 3

Bachelor of Communication Studies

Television and Screen Production

Television and screen production is all about telling a good story in an exciting and innovative way. This major is a great starting point if you want a career in the broadcasting, independent production and corporate sectors of the screen industry. Our 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.

You develop creative and professional skills for multi-camera and digital video production. You work on practical TV and screen production projects, using AUT's industry standard TV studio facilities.

What this major covers**Year 1**

The first year of the Bachelor of Communication Studies is common to all majors. Refer to page 11 for a list of core papers. We recommend that you take the paper Screen Narrative Production, an optional paper that explores the use of cameras, sound and editing in creative storytelling.

Year 2

The Television and Screen Production major starts in Year 2. Compulsory papers:

- Screen Production: Non-Fiction
- Studio Production

These papers introduce you to the theory and practice of basic multi-camera and single camera productions. Screen Production Practice is an optional paper for those interested in furthering their skills in storytelling.

Year 3

Papers in Year 3 provide you with the theoretical and practical skills to achieve professional industry standards.

Compulsory papers:

- Creative Screen Practice
- Creative Screen Project

**SEE YOURSELF AS:**

- A thought starter
- Creative
- Well organised
- A self-starter
- Logical

**CAREER OPPORTUNITIES:**

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

Other paper options include::

- Screenwriting: Drama
- Screenwriting: Non-Fiction
- Advanced Studio Production
- Writing for the Studio
- Screen Production Management
- Broadcast Interviews & Production

Creative Screen Project

You work towards creating a major practical project. Using the latest digital technology, you are responsible for producing or directing a major production. You learn to work in teams by assisting each other with presentation, production management, interviewing, camera operation and sound recording.

AUT encourages early application by 29 September 2017. Places are limited.¹

1. Applications for admission close on 29 September 2017. Although we will continue to accept applications until all places are filled (up to the start of Semester 1, 2018), those who submit their applications by 29 September will be prioritised.



Toiroa Williams

*Te Whakatōhea, Ngai Tai and
Te Whānau-a-Apanui*

Trainee, Native American and
Indigenous Film Programme, Sundance
Institute, Los Angeles
Master of Arts in Māori Development
Bachelor of Communication Studies in
Television and Screen Production

"My studies have helped me develop the skills to enter the media industry and tell Māori stories that matter to my whānau and myself.

"Growing up in Ōpōtiki, a small town of 4000 people, university wasn't something that was spoken about every day. I'm the youngest of four in my whānau and the first to continue on to university. That for me is an amazing feat!

"After graduating at the end of last year, I was privileged enough to be the first recipient of the AUT Internz International Scholarship to intern at the Sundance Institute in Los Angeles. These prestigious scholarships align AUT students with their relevant industries and professions, both in New Zealand and internationally.

"I enjoy reading emerging artists' scripts and understanding how they continued through the Native American and Indigenous Film Program to successfully develop their films. One of the main goals of the programme is to develop the visibility of Native American and Indigenous artists, and supporting indigenous storytelling. This has huge relevance for me and what I want to achieve as an aspiring indigenous filmmaker."



For more details visit www.aut.ac.nz/communications

QUICK FACTS

Level: 7

Points: 510

Duration: 4 years F/T, 9 years P/T

Campus: City & South¹

Starts: 26 Feb & 16 Jul 2018

Apply by: 29 Sep 2017²



Amy Pollok

Strategic Planner, Colenso BBDO
Bachelor of Business in Marketing,
Advertising, Retailing and Sales & Bachelor
of Communication Studies in Advertising
Creativity conjoint programmes

"After years of assuming I'd end up a lawyer, I realised that I needed more creativity in my studies, which is why I enrolled in communication studies. However, I didn't want to sacrifice business acumen, so I chose to do the Bachelor of Business and Bachelor of Communication Studies conjoint programmes, majoring in marketing and advertising creativity. It was the perfect way to pursue both creative and business studies. In this role I often draw on what I learned throughout my studies – the creative skills I learned through communications, my business knowledge, an ability to absorb an enormous amount of material, and an understanding of how to be persuasive and craft a presentation or a report that tells a compelling story."

Bachelor of Business & Bachelor of Communication Studies

BBus/BCS | AK1315

Studying both communications and business is the perfect start to a creative career with a commercial edge. With the Bachelor of Business and Communication Studies conjoint programmes you can follow your passion for communications, and gain essential business skills at the same time. In as little as four years you develop skills and knowledge from two complementary disciplines, and will be prepared for numerous career opportunities across a diverse field.

Entry requirements

Minimum entry requirements

- University Entrance or equivalent
- **NCEA:** Level 3 with merit or equivalent
- Applicants must meet the requirements for entry set by each of the degrees
- Where a student is applying on completion of the first year of study in one of the degrees, they must have an average grade of B or better in their first year papers.

Selection criteria

Interview may be required

What this qualification covers

Year 1, 2 & 3

For the first three years you study a mix of core, major and elective papers from both the Bachelor of Business and the Bachelor of Communication Studies.

Year 1 Bachelor of Business papers include:

- Business in Context
- Management and Organisation
- Accounting for Decision Making
- Quantitative Methods for Business
- Economic Principles 1

The other papers you take across these three years depend on your chosen major. Pages 12 to 23 list the papers you complete in each communication studies major.

Year 4

Your final year includes valuable workplace experience, as well as the last of your major or elective papers for both degrees.

AUT encourages early application. Places are limited.

1. Some business majors are offered at the South Campus.
2. Applications for admission close on 29 September 2017. Although we will continue to accept applications until all places are filled (up to the start of Semester 1, 2018), those who submit their applications by 29 September will be prioritised.



For more details visit www.aut.ac.nz/communications
or www.aut.ac.nz/business

Bachelor of Communication Studies and Bachelor of Laws

BA and LLB | AK3303 and AK1008

Enhance your communication skills with a legal understanding by completing the Bachelor of Communication Studies and Bachelor of Laws. By utilising your knowledge and practical skills from communications and law, you'll be ready to tackle any legal boundaries around the creative sector and be an ideal candidate in today's creative market. You can complete the two degrees concurrently in just over five years compared to the seven years it would take if you studied them separately. You enrol in the two programmes that make up the double degrees separately⁴ and have to complete all required papers for each degree (core papers and electives). Some of your papers may satisfy the requirements for both degrees.

What this qualification covers

In each year, you study papers from the Bachelor of Communication Studies and the Bachelor of Laws. The specific papers you complete will depend on your chosen communication studies major.

Career opportunities

Graduates of AUT's Bachelor of Laws are eligible to gain admission as barristers and solicitors of the High Court of New Zealand on completion of their Professional Legal Studies course.

As a lawyer you might practise in a wide range of legal areas including:

- Corporate law
- Commercial and intellectual property
- Family law
- Environmental law
- Criminal law
- Taxation
- General practice

Law graduates also move into roles as policy advisors to central and local government, in-house lawyers in large New Zealand and multinational organisations, patent attorneys, senior management roles in business, and taxation practitioners.

AUT encourages early application. Places are limited.

1. The Bachelor of Communication Studies usually requires 360 points and the Bachelor of Laws 480, however you can cross-credit some papers from each degree and complete the double degrees in less time than it would take to complete each degree separately.
2. Compulsory law papers are also offered at the South Campus. All papers are offered at the City Campus.
3. Applications for admission close on 29 September 2017. Although we will continue to accept applications until all places are filled (up to the start of Semester 1, 2018), those who submit their applications by 29 September will be prioritised.
4. For entry requirements for the Bachelor of Laws refer to www.aut.ac.nz/law

QUICK FACTS

Level: 7

Points: 630¹

Duration: 5 years F/T (including Summer School), P/T options available

Campus: City & South²

Starts: 26 Feb 2018

Apply by: 29 Sep 2017³



Sam Parsons

4th-year student, Bachelor of Communication Studies in Journalism and Bachelor of Laws

"No matter which path I take, the law and communications degrees I'm studying provide different skills that will certainly help me in the future. That's why I decided to study double degrees. Eventually, I would love to work in videography or advertising. I've actually started a registered media group with an AUT communication studies graduate who specialises in videography, photography and content development. AUT's focus on giving students relevant skills for work is what makes it the university for the changing world. AUT's internship programmes – particularly for the communications degree – help students prepare for their futures and go forth as industry leaders before they've even graduated. The interactive classes offer amazing communication between lecturers and students, which is hard to find at other universities. AUT is also well-known for having the friendliest student culture."



For more details visit www.aut.ac.nz/communications or www.aut.ac.nz/law

QUICK FACTS

Level:	4
Points:	120
Duration:	1 year F/T only
Campus:	City
Starts:	26 Feb 2018
Apply by:	30 Oct 2017



Corey Sio

Postgraduate Diploma in
Communication Studies
Bachelor of Communication Studies in
Television and Screen Production
Certificate in Communication Studies

"I decided to study communications because I feel there needs to be a stronger Pacific Island presence in the media industry. My communications degree gives me a strong platform to change this. My dream is to travel the world as a filmmaker, making documentaries that give a voice to indigenous groups around the world. I always knew that AUT was the place for me because of its forward-thinking and innovative approach to higher education. What I love about AUT is that they've created an environment where you can make friends with ease. I've made so many friends from different walks of life, and we managed to go through this journey of higher learning together. When I tell my friends from other institutes about my experiences, they always look puzzled because they feel university is a lonely place. That's not the case at AUT."

Certificate in Communication Studies

CertCS | AK3477

The Certificate in Communication Studies introduces the main areas of communication studies, including radio, TV & screen, journalism and digital media. In just one year you gain an understanding of the media industry, and learn to develop and present ideas in an academic context. After successfully completing the Certificate in Communication Studies, you can apply for the Bachelor of Communication Studies.

Entry requirements

Minimum entry requirements

- Completion of Year 12
- **NCEA:** 48 level 2 credits or higher, plus eight level 1 credits in at least one subject from Classical Studies, Drama, English, Geography, Health Education, History, History of Art, Media Studies, Social Studies
- **CIE:** 60 points on the UCAS Tariff

Selection criteria

- Interview
- CV
- Reference
- Letter of application
- School report

What this qualification covers

Core papers:

- Introduction to Interpersonal Communication
- Introduction to Radio and Television
- Introduction to Academic Writing
- Introduction to Digital Communication
- Introduction to Media Communication
- Introduction to Creative Media Writing
- Introduction to Public Relations
- Introduction to Journalism

Further study

This programme is designed as a foundation to the Bachelor of Communication Studies. You need to have a B grade average to staircase to the Bachelor of Communication Studies. The certificate can also serve as a pathway to the Bachelor of Arts in Social Sciences, Bachelor of Māori Development and other qualifications within AUT.

AUT encourages early application by 30 October 2017. Places are limited.



For more details visit www.aut.ac.nz/communications

Graduate Diploma in Advertising Creativity

GradDipAdvC | AK3621

Gain the skills for an advertising career in as little as one year. You work on briefs from real clients, and write and design ads for real brands and products. Throughout the year you put together a professional portfolio of work for a career in an advertising agency's creative department or a marketing communications company. Your work may even end up being published.

This programme is recognised by the prestigious international Design and Art Direction (D&AD) University Network and the Commercial Communication Council (CCC). Guest speakers from leading advertising agencies and client companies like Spark, TVNZ, MediaWorks, Saatchi & Saatchi, DDB and Film Construction feature throughout the year.

Entry requirements

- A bachelor's degree OR relevant professional qualification or experience approved by the Dean (or representative) to be equivalent to a bachelor's degree
- Interview may be required
- Letter of application
- CV
- Copy test

What this qualification covers

Core papers:

- Advertising Art Direction
- Applied Creative Strategies
- Campaigns
- Copywriting
- Creative Principles and Strategy

Career opportunities

- Art director
- Copywriter
- Creative departments of advertising agencies
- Account service departments of advertising agencies
- Non-traditional communication companies

AUT encourages early application by 30 Oct 2017. Places are limited.

Applications for admission close on 30 October 2017. Although we will continue to accept applications until all places are filled (up to the start of Semester 1, 2018), those who submit their applications by 30 October will be prioritised.

QUICK FACTS

Level: 7

Points: 120

Duration: 1 year F/T, 2 years P/T

Campus: City

Starts: 26 Feb 2018

Apply by: 30 Oct 2017



Matt Halliday

Copywriter, Goodfolk
Graduate Diploma in Advertising Creativity

"This programme was recommended by a friend. I had previously worked as an actor, subsidising my dream with work in sales. I liked that the Graduate Diploma in Advertising Creativity combined my skills from these roles and opened up new career opportunities. Studying advertising creativity helped me flex my creative muscle and gave me different ways to look at a problem. I enjoy the terror of being given a day to come up with a brilliant creative idea, and then actually pulling it off. I love collaborating with my colleagues, creating something better than any of us could achieve individually. In my first year at Goodfolk I wrote a small non-fiction book, ran castings, directed a series of pre-roll ads, helped invent new characters for Auckland Libraries' summer holiday programme and wrote content for emails, web pages, posters, banner ads, video, radio and an HR conference."



For more details visit www.aut.ac.nz/communications



Overview of our postgraduate qualifications

Bachelor of Communication Studies (Honours)

The Bachelor of Communication Studies (Honours) is aimed at high-achieving students in the Bachelor of Communication Studies who want to advance their skills and make their CV stand out. It can also serve as a pathway to advanced research at master's or doctoral level.

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 Brand Communication

With the Postgraduate Diploma in Brand Communication you will study brand storytelling, brand co-creation and the synergy between brand strategy, brand experience, brand expression and corporate responsibility. Papers in this programme help you develop your understanding of creative and applied practice and process from agency and supplier perspectives. You develop critical knowledge and professional skills that are essential for marketing and communication roles in various industries and organisations, including not-for-profit, NGOs, and the commercial and corporate sectors.

Postgraduate Diploma in Communication Studies

From investigative journalism to screenwriting, 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 papers that suit your interests, or a specialised pathway that enables you to focus on one particular area within communications.

Specialised pathways:

- Public Relations
- Digital Media
- Journalism
- Screen Production

Master of Communication Studies

The Master of Communication Studies is a postgraduate research degree. You complete a number of advanced communications papers, 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.



How to apply

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

International students should visit www.aut.ac.nz/international

1

APPLY EARLY

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

APPLYING FOR 2018

- **Bachelor of Communication Studies:** Apply by 29 September 2017.
- **Certificate in Communication Studies and Graduate Diploma in Advertising Creativity:** Apply by 30 October 2017.

2

COMPLETE THE APPLICATION FORM

- Apply online
- Indicate your programme(s) of choice and major (if known)
- You will be automatically assessed for all your programme choices at the same time

SUBMIT YOUR APPLICATION

WE ACKNOWLEDGE YOUR APPLICATION

- We will send you an acknowledgment email/letter, 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

FOUR 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, for example University Entrance, then this offer will be withdrawn

DECLINED If you don't meet the entry requirements or all places are taken, check our website for other study options

DECISION PENDING We are unable to make a decision just yet, but will let you know when we expect to make a decision

YOU CAN
ACCEPT ONLINE

University admission to AUT bachelor's degrees

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 all admission categories and specific programme requirements refer to the AUT Calendar or visit www.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)¹ and International Baccalaureate Diploma Programme (IB) if taught in a New Zealand secondary school
- Discretionary Entrance
- Special Admission

1. Domestic students who study CIE in another country may be eligible for this admission depending on subjects covered and levels attained with the qualification. As requirements vary such students should seek advice from AUT.

Common University Entrance requirements

STANDARD	NCEA	CIE ¹	IB ⁴
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 ² 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. Different regulations if CIE is taken outside of NZ or UK. See the AUT Calendar which is available online at www.aut.ac.nz/calendar

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

3. IGCSE = International General Certificate of Secondary Education.

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

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

NCEA approved subjects

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

AUT language rich subject list

Classical Studies, Drama, English, Geography, Health Education, History, History of Art, Media Studies, Social Studies, Te Reo Māori or Te Reo Rangatira.

Alternative pathways into AUT bachelor's degrees

Students who have just missed University Entrance or did not get into their chosen degree could consider enrolling in one of the foundation studies certificates offered at AUT. Please visit www.aut.ac.nz/apply

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 www.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
- 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 www.aut.ac.nz/calendar

Special Admission

If you are over 20 years of age you can apply through Special Admission for degree-level study without a University Entrance qualification, if you are a New Zealand citizen or resident. You must be 20 years of age on or before the first day of the semester in which the programme commences. Your ability to succeed in your chosen programme will be taken into consideration.

English language requirements

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 cannot be substituted.

Please refer to the English language requirements in the "General Academic Regulations" section of the AUT Calendar or visit www.aut.ac.nz/calendar

International students

Contact the International Centre 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.

Tel: +64 9 921 9099

Email: aut.university@internationalstudent.info

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.

Fees

To give you an idea of approximate costs, the 2017 tuition fees for domestic students are shown below (based on full-time study and completing 120 points a year). The 2018 tuition fees will be advertised on www.aut.ac.nz/fees as soon as they have been set.

Undergraduate qualifications

Fee (per year)	Approximately \$6,324.00 ¹ (GST inc)
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1. Part-time students pay a proportion of the fee based on the number of academic points they are studying.

If you are an international student, please visit www.aut.ac.nz/fees for fees and information.

Other fees you may have to pay:

- 2017 Compulsory Student Services Fee – \$641.80 for 120 points or \$5.12 per academic point (GST incl)
- 2017 Building Levy – \$68.20 for 120 points or \$0.57 per academic point (GST incl)
- Additional fees for course materials or elective papers (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 **(09) 921 9779** or the AUT Student Hub on **0800 AUT UNI (0800 288 864)**.

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 **(09) 921 9837** or visit www.aut.ac.nz/scholarships

Student loans and allowances

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 www.studylink.govt.nz

Help with planning and budgeting

We know that studying can be hard on your finances, and can help students manage their money and stay within budget. We also assist students in financial hardship through food and transport grants, and provide assistance with student loans and allowances.

For more information visit www.aut.ac.nz/student_services/financial

StudyLink Sussed website

A useful financial resource is the StudyLink Sussed website. The website has handy tools, tips and information to help you plan and understand the costs you will have while studying.

Visit www.studylink.govt.nz

How to pay your fees

ONLINE	You can pay by credit card or by internet banking online at www.aut.ac.nz . Your login details will be required. OR Bank transfer: You can make a direct fee payment into AUT's bank account. Visit www.aut.ac.nz/payment-options
POST	Pay by cheque, credit or debit card by completing the payment slip on your statement/tax invoice, detach and post to: Fee Payment, AUT, Private Bag 92006, Auckland 1142
FAX	Pay by credit or debit card by completing the payment slip on your statement/tax invoice and fax to (09) 921 9985
IN PERSON	City Campus: AUT Student Hub, WA building North Campus: AUT Student Hub, AS building South Campus: Campus Reception, MB building
STUDENT LOAN (STUDYLINK)	StudyLink will pay your fees directly to AUT. See your student loan documentation for more information.

Find out more

Visit our website

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

Call or email us

To speak to one of our friendly advisors call the AUT Student Hub on **0800 AUT UNI** (0800 288 864). If you need help with your application to study at AUT, want more information or would like to order a brochure – we're here to help.

You can also email any questions you have to studenthub@aut.ac.nz

Secondary schools

If you are a secondary school teacher, career advisor or student, our Future Students Team can help you with any questions you may have. Contact the team on (09) 921 9239 or email futurestudents@aut.ac.nz

AUT Open Day

Our Open Day on Saturday 2 September 2017 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 www.aut.ac.nz/live

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:



@autuni

#autuni



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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

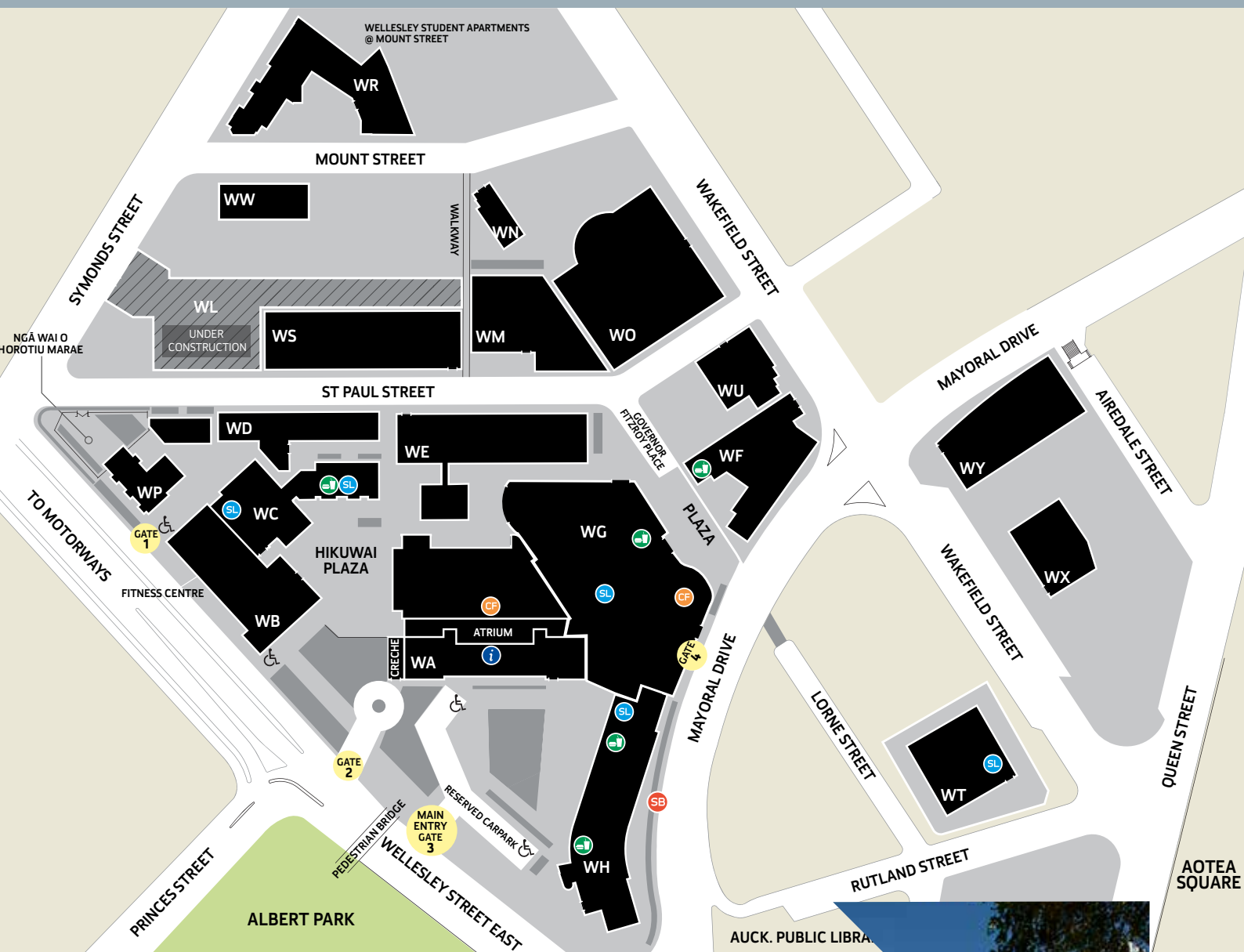
MB building, 640 Great South Road, Manukau, Auckland

Campus tours

If you want to check out the campus and facilities, contact us and we will arrange a campus tour for you and your family. Call **0800 AUT UNI** (0800 288 864) for more information.



Campus maps



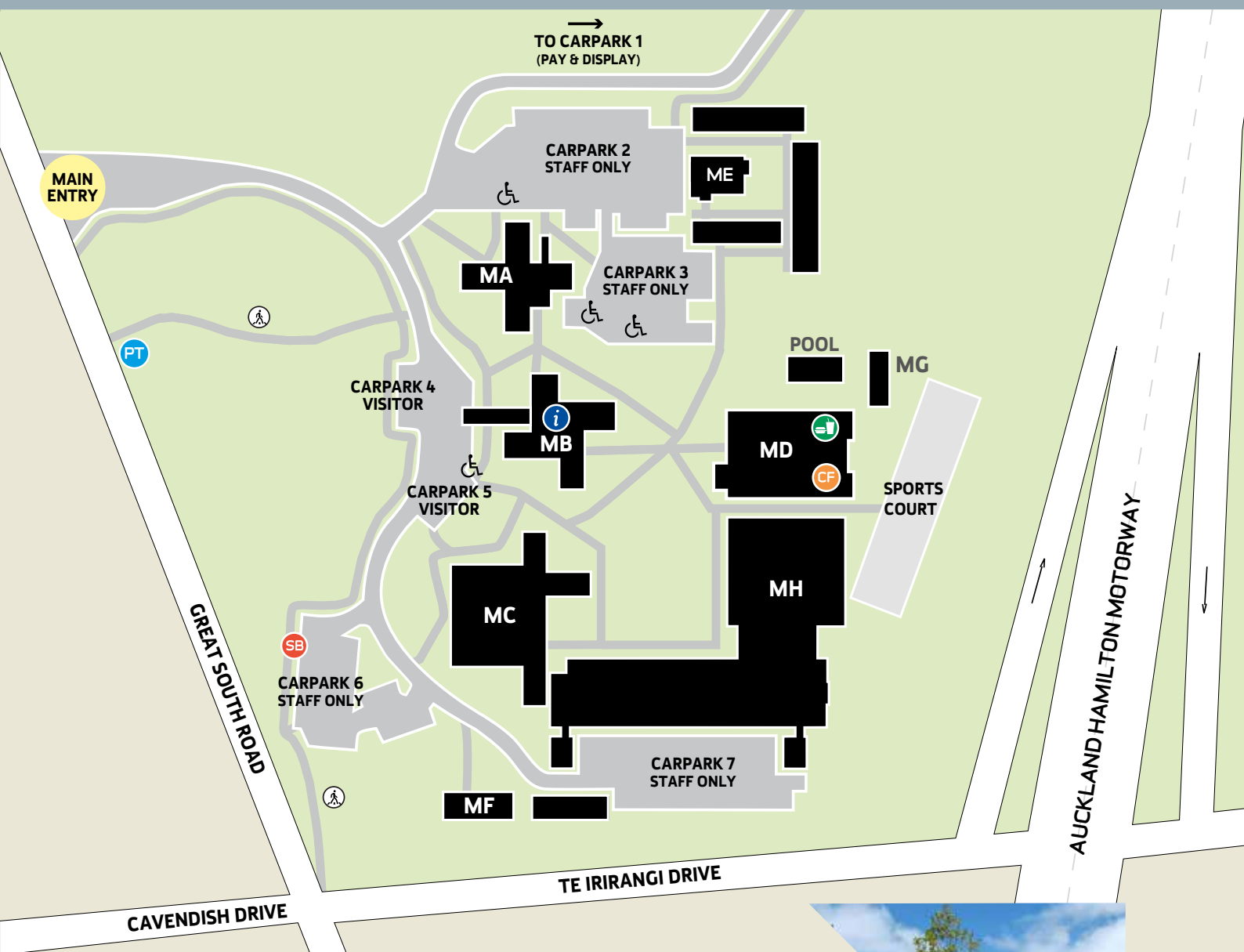
City Campus

55 Wellesley Street East
Auckland Central



Key

- AUT Student Hub
- Café
- Conference facility
- Intercampus shuttle bus stop
- Mobility parks
- Student lounge










South Campus

640 Great South Road
Manukau, Auckland



Key

-  AUT Student Hub
-  Café
-  Conference facility
-  Intercampus shuttle bus stop
-  Mobility parks
-  Pedestrian access
-  Public transport

**0800 AUT UNI (0800 288 864)**

Auckland University of Technology
Private Bag 92006
Auckland 1142
studenthub@aut.ac.nz
www.aut.ac.nz

CITY CAMPUS

55 Wellesley Street East, Auckland Central

NORTH CAMPUS

90 Akoranga Drive, Northcote, Auckland

SOUTH CAMPUS

640 Great South Road, Manukau, Auckland

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