

AUT

TE WĀNANGA ARONUI
O TĀMAKI MAKAU RAU

COMMUNICATION STUDIES

UNDERGRADUATE
PROGRAMME GUIDE
2024



TOP 50
WORLDWIDE
Young University

**AUCKLAND
UNIVERSITY
OF TECHNOLOGY**

Nau mai, haere mai ki AUT 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

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 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

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



Cover

Top 50 Worldwide Young University: AUT is ranked 41st in the world based on the quality of our teaching, research, citations, international outlook and industry income (Times Higher Education World University Rankings 2023).

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.

The information contained in this programme guide was correct at the time of print, December 2022.

Ngā ihirangi

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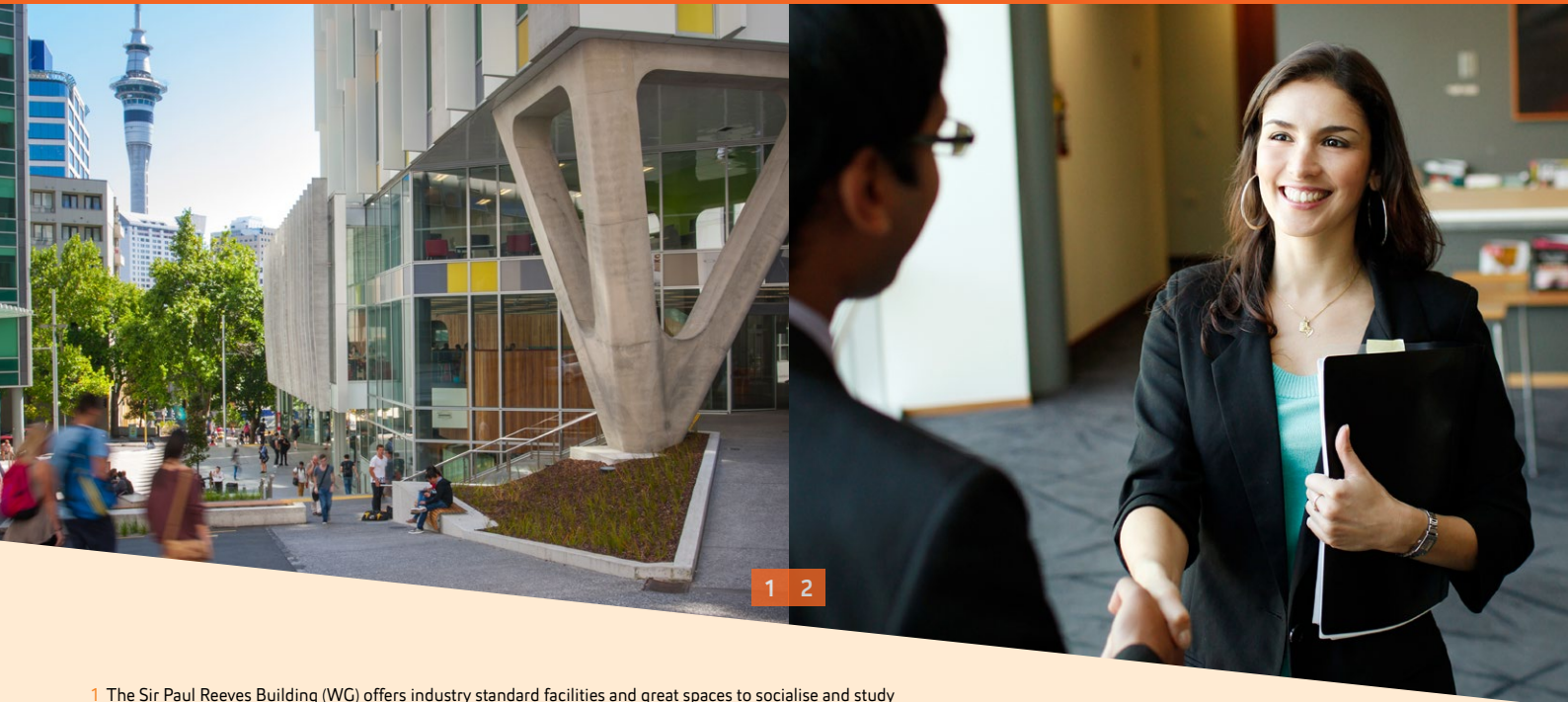
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He aha ai e ako ki AUT?

WHY STUDY AT AUT?



1 The Sir Paul Reeves Building (WG) offers industry standard facilities and great spaces to socialise and study
2 Our students can gain workplace experience with one of our many industry partners 3 Our state-of-the-art screen and television studio 4 Students honing their skills at Static FM, AUT's student radio station

New Zealand's leading modern university

AUT is proud to be one of the world's best modern universities. Times Higher Education has ranked us in the top 50 universities under 50 years of age, and among the top 1% (251–300) of universities in the world and second in New Zealand. Our communication studies programmes are well regarded by the industry, and ranked in the top 200 in the world in the QS World University Subject Rankings 2022. We receive strong support from industry organisations and professional bodies like PRINZ (Public Relations Institute of New Zealand) and CCC (Commercial Communications Council). Collaboration and partnership underpin everything we do, and we connect our students with industry leaders from our extraordinary range of partner organisations.

Widely known for academic excellence

AUT's mission is to create great graduates, and we offer exceptional learning experiences that prepare our students to be successful wherever in the world their career may take them. Our courses encourage innovation and entrepreneurship, and the ability to explore new technologies, challenge routine thinking and make a difference. As part of your Bachelor of Communication Studies you can also work on live projects for real clients, or complete workplace experience or internships for major industry organisations. Your studies will give you a valuable foundation for roles in many industries, and you can find our alumni in leadership positions in organisations all over the world.



Scan this QR code for details about courses, where your study could lead and stories about our great graduates and students.



An innovative teaching and learning environment

AUT's university campuses feature modern buildings that don't just win architecture awards but also offer excellent environments where students can collaborate and develop skills that help them stand out in their future careers. As a communications student you have access to industry standard facilities, including a screen and TV studio, performance studio, radio station, sound and edit suites, digital media labs and a media centre. Our state-of-the-art buildings were created using sustainable principles, and feature inviting and functional lecture theatres, auditoriums and research spaces. AUT's success in creating transformational educational spaces has been recognised with a five-star ranking for teaching and facilities, awarded by the world university rankings organisation QS.

Research that shapes tomorrow

AUT is ranked first in New Zealand by Times Higher Education for the number of times our research is cited globally. We have several world-class research centres, and our researchers have expertise across the field of communication studies, from journalism and media performance to radio and screen practice. Our discoveries are widely used, both in New Zealand and around the world. Our research also feeds back into the classroom, and students can contribute to and learn from these research discoveries.

Oranga Taurira

STUDENT LIFE

AUT is a modern and innovative university with endless opportunities, and a supportive culture that celebrates diversity and is committed to improving our local and global communities. Our students are at the heart of everything we do, and we're proactive in enabling them to succeed and be ready for any challenge in front of them.

Our Student Hubs – your place to get the support you need

AUT offers some of the most comprehensive student support services in New Zealand, and our Student Hub is where you can learn more about these services. Our professionally qualified staff include social workers who can look after and support our diverse student community. Our Student Hubs are available both online and across our campuses, so you can get help and support when and where you need it.

Getting you started on your uni journey

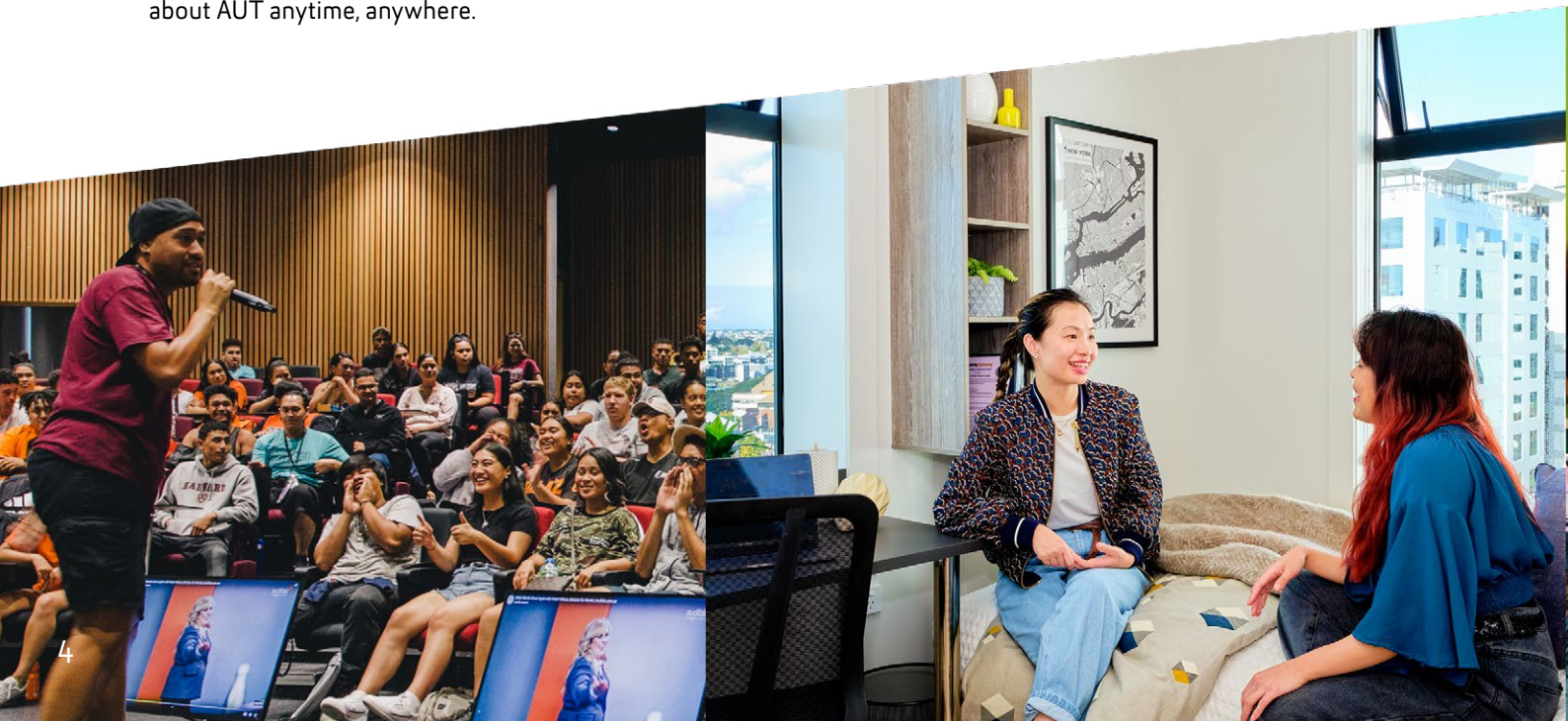
Studying at university is exciting and can be quite an adjustment. That's why AUT helps new students transition to university life by delivering a wide-ranging orientation programme at the start of each semester. We also offer activities throughout the semester to transition you into university life. AUT's app also provides up-to-date news, events, and information about AUT anytime, anywhere.

Helping you achieve your academic goals

We do everything we can to help you achieve your academic goals and set you up for a successful career. You'll have access to all the people, resources and technology you need to make the most of your learning opportunities. Our services include academic skills support through our library and their learning services, peer mentoring for help with assessments, childcare, free technology access and financial assistance, as well as tailored support for our postgraduate research students.

Supporting your wellbeing

Our students' health and wellbeing are our highest priority, and AUT is experienced in delivering support to aid students' overall wellbeing. This includes services like 24/7 security on campus; peer support from over 300 student ambassadors, navigators, peer advisors and RUOK advisors; financial assistance; medical, learning and systems access support, as well as physical and mental wellbeing support. We actively encourage students to be aware of their wellness needs – mind, body, and spirit. As an AUT student you have access to free and confidential counselling sessions, peer support and programmes to develop better self-knowledge and resilience.



Enabling opportunities for a vibrant uni experience

We want you to make the most of university life, and have fun and grow during your time with us. That's why we offer a range of spaces and initiatives for students including clubs, events, sporting opportunities and state-of-the-art recreational facilities. Our clubs are student-led and cover social, sustainability, cultural and academic interests. If you can't find something you enjoy, you're always welcome to create something new!

Celebrating our people

We celebrate diversity and our commitment to Te Tiriti o Waitangi with passion, curiosity and pride. We have a strong commitment to Māori and Pacific community advancement, and have dedicated teams to support all students at AUT. We were the first university in New Zealand to achieve the Rainbow Tick. We're committed to equity of access and opportunity for students, staff and visitors, and support the principles of Kia Ōrite: Code of Practice for an inclusive tertiary environment.

Our dedicated teams include disability services, and rainbow and international student support. Our Student Association (AUTSA) advocates and represents the interests of all AUT students, and shares students' voices through its Debate magazine.

Beyond learning and into employability

Our services, competitions and awards offer you enriching life experiences that will support your career once you graduate. These opportunities can help you gain an edge in the marketplace through workplace experience, international exchanges, industry connections, and CV and interview preparation for when you're ready to start your career. Our CO.STARTERS@AUT programme, X Challenge competition or AUT Ventures Ltd are also a great incubator for your entrepreneurial ideas and can help you bring your ideas to market.



Bachelor of Communication Studies

Overview

AUT’s communication studies degree is very well regarded in New Zealand and all around the world. That’s because our people pick up top jobs in the best companies and media outlets, and win many prestigious 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

Useful New Zealand school subjects

Language rich subjects are useful, including 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.

English language requirements

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

Don't meet the entry requirements?

Consider starting with our Diploma in Arts – refer to page 15 for more details.

QUICK FACTS

Level	7
Points	360
Duration	3 years full-time
Campus	City
Starts	26 Feb & 15 July 2024



“At AUT I made some lifelong friends, and I really enjoyed creating things, from editing my first video project, to producing my first audio feature and using Photoshop to create a print ad. The guest lectures from those working in the industry were really insightful and helpful. Near the end of my third year, AUT also arranged a two-week copywriting internship for me with the creative department at what was then RadioWorks. I’m still in the same career 14 years later. Our team at Global Media & Entertainment in London has produced several award-winning campaigns, and I’ve worked on the UK’s first dynamic audio campaign. The voice talent in London is incredible. I’ve been lucky enough to work with many well-known actors.”

Gavin Sinclair
Senior Creative Copywriter, Global Media & Entertainment, London
Bachelor of Communication Studies in Radio



Scan this QR code for details about courses, where your study could lead, and stories about our great graduates and students.

What this qualification covers

The Bachelor of Communication Studies is highly flexible and you can build your degree in a way that suits you and your interests.

To graduate with a Bachelor of Communication Studies you need to complete:

Core courses (120 points)

These are courses all students in this degree need to take in the first year. They give you a basic understanding of the media world and communication theories, and help you decide which subject to focus on later in your studies.

Your chosen major (120 points)

Your major is the subject area you want to specialise in. This makes up one third of your degree, and usually consists of eight courses related to your chosen subject. You can view the list of majors in this degree on page 8.

Flexible component (120 points)

You can choose one of the following options

- Two minors (60 points each); or
- A minor (60 points) and elective courses (60 points); or
- A second major (120 points)

Your second major, minor(s) and elective courses can be from communication studies or from different AUT degrees.

SEMESTER 1	YEAR 1			YEAR 2			YEAR 3		
	Text, Image & Sound	15	PTS	Major course	15	PTS	Major course	15	PTS
	Intercultural Communication	15	PTS	Major course	15	PTS	Major course	15	PTS
	Media Production Foundations	15	PTS	Flexible component	15	PTS	Flexible component	15	PTS
	Media, Technology & Society	15	PTS	Flexible component	15	PTS	Flexible component	15	PTS
SEMESTER 2	Communication Ethics	15	PTS	Major course	15	PTS	Major course	15	PTS
	Media, Politics & Citizenship	15	PTS	Major course	15	PTS	Major course	15	PTS
	Mahitahi Collaborative Practices	15	PTS	Flexible component	15	PTS	Flexible component	15	PTS
	Media Production Studio	15	PTS	Flexible component	15	PTS	Flexible component	15	PTS

Core courses PTS: Points

Bachelor of Communication Studies

Overview continued

Majors

Choose one of these majors as part of your degree:

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

Refer to pages 9 to 14 for more details on each of these majors. Entry into your desired major is subject to your first-year results; it isn't guaranteed.

If you want to include a second major in your degree, you can choose another subject from the list above or can see more options from different AUT degrees on

aut.ac.nz/majors-minors

Minors

A minor is smaller than a major. It usually consists of four courses. If you decide to include a minor in your degree, you could choose from:

- 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 on each of these minors and to see even more minors from other subjects visit

aut.ac.nz/majors-minors



Build your degree on our website

Visit our website to build your own degree and see what your three years of study could look like. Simply scan the QR code on page 7.

Possible combinations include:

- Bachelor of Communication Studies in Public Relations with minors in Advertising and Brand Creativity & Event Management (one major, two minors)
- Bachelor of Communication Studies in Journalism with a minor in Communication for Social Change (one major, one minor, plus elective courses of your choice)
- Bachelor of Communication Studies in Advertising and Brand Creativity & Marketing (two majors)

Bachelor of Communication Studies

Advertising and Brand Creativity

Scan this QR code for details about courses, where your study could lead, and stories about our great graduates and students.



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 this major covers

YEAR 1

The first year of the Bachelor of Communication Studies is common to all students. You study a range of core courses that give you an overview of the media world and communication theories.

YEAR 2

This year you take four courses related to advertising and brand creativity, exploring the advertising industry and its role on a global stage, creative strategies and principles, and trends in advertising. You also take courses from your second major, your minor(s) or elective courses.

YEAR 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. You also take courses from your second major, your minor(s) or elective courses.

Career opportunities

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



"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. 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. DDB New Zealand is a great place to work and I'm very happy! Lots of AUT students work here, and I get to work with some of my mates from university."

Natassja Cox

Junior Strategist, DDB New Zealand
Bachelor of Communication Studies
in Advertising and Brand Creativity

Bachelor of Communication Studies

Digital Communication

Scan this QR code for details about courses, where your study could lead, and stories about our great graduates and students.



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 this major covers

YEAR 1

The first year of the Bachelor of Communication Studies is common to all students. You study a range of core courses that give you an overview of the media world and communication theories.

YEAR 2

Our digital communication courses cover how to make digital media communicate effectively, look great, sound great and tell a great story. This year you take four courses related to digital communication, focusing on interactive media production for various platforms including web and mobile. You also take courses from your second major, your minor(s) or elective courses.

YEAR 3

You 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 for video, audio and other digital media, and manage the production cycle from idea to final product. You also take courses from your second major, your minor(s) or elective courses.

Career opportunities

- Digital strategist
- Digital media project manager or producer
- Digital video specialist
- Instructional media designer
- Interactive media producer or consultant
- Mobile app designer or mobile content developer
- Motion graphics designer
- User experience (UX) or interface (UI) designer
- Web administrator or web designer



"My role involves a little bit of everything, from concepting and writing ideas for content pieces, to shooting and editing. I also conduct interviews, and manage social media platforms, as well as some graphic design and animation when the time calls for it. My work primarily centres around the social platform TUKU, but I've also been involved in various other productions at the company. I chose communication studies at AUT due to its practical elements and its scope; covering many different areas, including journalism, advertising and digital media. I loved my time studying at AUT, and it was great to be able to meet like-minded people who shared my interests."

Ryland Hutana

Ngāti Porou

Content Producer, Māori Television
Bachelor of Communication Studies
in Digital Media

Bachelor of Communication Studies

Journalism

Scan this QR code for details about courses, where your study could lead, and stories about our great graduates and students.



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. At AUT you study at a journalism department known nationally and internationally for its research, programmes and the industry experience of its lecturing team.

What this major covers

YEAR 1

The first year of the Bachelor of Communication Studies is common to all students. You study a range of core courses that give you an overview of the media world and communication theories.

YEAR 2

This year you take three courses related to journalism, helping you develop the knowledge for a career in journalism or a number of other pathways that use these transferable skills. You gain experience in news reporting, longform journalism, cross-platform storytelling, bicultural and cross-cultural journalism, as well as media law and ethics. You also take courses from your second major, your minor(s) or elective courses.

YEAR 3

You'll be regularly taking part in live reporting assignments and pitching stories to editors in the industry as well as to our own student-edited news site Te Waha Nui. You also take courses from your second major, your minor(s) or elective courses.

Workplace experience

Our students complete industry placements at leading newsrooms and publications across the range of media platforms. As a journalism student you complete a two-week placement in a newsroom across a range of news organisations, including the main players in the Aotearoa New Zealand news media. During your studies, you'll also have opportunities for paid shifts at a variety of newsrooms.

Career opportunities

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



"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. 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. You also gain lifelong friends."

Irra Lee

Producer, Q + A, TVNZ
Bachelor of Communication Studies
in Journalism

Bachelor of Communication Studies

Public Relations

Scan this QR code for details about courses, where your study could lead, and stories about our great graduates and students.



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 a range of PR consultancies. 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 this major covers

YEAR 1

The first year of the Bachelor of Communication Studies is common to all students. You study a range of core courses that give you an overview of the media world and communication theories.

YEAR 2

This year you take four courses related to public relations, covering topics like reputation management, relationship management, strategic messaging, communication in business and political environments and the power of persuasion. You also take courses from your second major, your minor(s) or elective courses.

YEAR 3

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.

Other courses this year focus on the role of multimedia in public relations campaigns, political and election campaigns, and developing a strategic communication plan. You also take courses from your second major, your minor(s) or elective courses.

Industry connections

The lecturers have developed graduate internships with organisations like:

- Fonterra
- Auckland Council
- Ports of Auckland
- PR consultancies like Porter Novelli, Acumen, Botica Butler Raudon, Baldwin Boyle, Undertow Media and Drum

We also encourage students to attend PRINZ industry networking events.

Career opportunities

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



"In my final year at AUT, I worked alongside other PR students on a campaign through AUT's student-based PR consultancy, Outside the Square. We were working to build awareness and organise a community event for an organisation aiming to prevent domestic abuse and family violence. They were reframing the conversation by highlighting what positive relationships look like. The experience showed me, first-hand, the impact communications can have on communities and society. In my role now, I cover a wide range of areas, from our external communications and media engagement, to internal communications and social media. I love the breadth and depth of the topics I'm able to learn about."

Adam Szentes

Corporate Communications Manager, Jarden
Bachelor of Communication Studies
in Public Relations

Bachelor of Communication Studies

Radio and Audio Media

Scan this QR code for details about courses, where your study could lead, and stories about our great graduates and students.



Radio is fast-paced, dynamic and immediate. Audio media, including podcasts and documentaries, are rapidly becoming core parts of our media diets. Personalities are the public faces of radio and audio media, taking on personas to suit the audience. But many people work in other essential roles to get shows on air and podcasts online, including producers, journalists and sound engineers. In this major you explore the crossover of radio, audio and new media with music, popular culture, change, creative practice and self-expression.

What this major covers

YEAR 1

The first year of the Bachelor of Communication Studies is common to all students. You study a range of core courses that give you an overview of the media world and communication theories.

YEAR 2

This year you take four courses related to radio and audio media, getting to know the business of radio, studio practices, radio programming strategies and the different roles involved in putting a radio show together. You learn more about podcasting and the role of the internet in radio productions. You also take courses from your second major, your minor(s) or elective courses.

YEAR 3

You 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. You learn more about the role of the music industry in radio operations, and interact with key people from Radio New Zealand, MediaWorks, NZME and The Radio Bureau. You also take courses from your second major, your minor(s) or elective courses.

Student radio station

As a radio student you can practise your skills by running our student radio station. You can check it out 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



"I chose the Bachelor of Communication Studies at AUT because of how versatile the degree is for anyone wanting to explore the media industry. The structure of the degree enabled me to try a bit of everything early on in my studies before I identified which majors best suited my skillset. I was also impressed with the high-end facilities, gear, equipment and studios. I knew it would offer me the best experience and training to get me ready for the industry. My job now is a creative outlet for me, and hearing my work play on nationwide radio makes me really proud and keeps me motivated."

Melanie Dooley

Senior Imaging Producer, MediaWorks
Bachelor of Communication Studies in Radio

Bachelor of Communication Studies

Screen Production

Scan this QR code for details about courses, where your study could lead, and stories about our great graduates and students.



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.

What this major covers

YEAR 1

The first year of the Bachelor of Communication Studies is common to all students. You study a range of core courses that give you an overview of the media world and communication theories.

YEAR 2

This year you take four courses related to screen production, focusing on screen theory, studio production, short films and documentaries. You develop the creative and professional skills to assist on productions and sets, manage schedules and understand the varied roles in this thriving industry. You also take courses from your second major, your minor(s) or elective courses.

YEAR 3

You work on practical TV and screen production projects, using AUT's industry standard TV studio facilities. You become familiar with professional practices using camera, sound and editing equipment, lighting and post-production. You also develop your screenwriting skills, developing an original idea from concept to final script. You also take courses from your second major, your minor(s) or elective courses.

Career opportunities

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



"I had always heard that AUT was more hands on than other universities, and I knew I wanted to get into the film, TV and media industry. I was pleasantly surprised when I read about the communications degree, which had everything I was interested in. I'd recommend this degree to anyone that loves to create. Screen production gives you the knowledge and tools to bring your ideas to life. Radio does the same. I just want to be a part of the process of taking an idea and putting it on the screen. There aren't many Pacific people in this line of work so I want to help pave the way."

Va'a Magalogo

3rd-year student, Bachelor of Communication Studies in Screen Production & Radio and Audio Media



Scan this QR code for details about courses and where this qualification could lead you.

Diploma in Arts

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 courses 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 5.0 in other bands, or equivalent.

What this qualification covers

This one-year programme will develop your knowledge of communication studies and will prepare you academically for further study at undergraduate level. You'll take bachelor's degree-level courses from a range of available subjects. We will work with you to help you identify where you want to go and what courses will help you get there.

Further study

- Bachelor of Communication Studies
- Bachelor of Arts

DipArts | AK2001

QUICK FACTS

Level	5
Points	120
Duration	1 year full-time, part-time available ¹
Campus	City
Starts	26 Feb 2024

1. Part-time not available to students who have narrowly missed UE

Overview of our postgraduate qualifications

Scan this QR code for more details on postgraduate communication programmes.



AUT is Aotearoa New Zealand's fastest growing postgraduate study destination. We offer a wide range of postgraduate programmes to help you achieve your goals and progress your communications career. Our world-leading academics are research-active experts at the forefront of their disciplines, and our research centres and networks give you access to transformational research projects.

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 digital media, and organisational change, this intensive one-year programme covers advanced skills in a chosen area of communications. You can either choose a generic pathway and select various courses that suit your interests, or focus on one particular area within communications.

Master of Communication Studies

The Master of Communication Studies is a postgraduate research degree. You complete a number of advanced communications courses, and then apply your knowledge in 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 (PhD) is a thesis-based research degree that leads to advanced academic and theoretical knowledge in a specialist area. It's the highest qualification offered at a university. 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.



Students at the AUT City Campus, the home of our communication studies programmes

Whakauru where wānanga

UNIVERSITY ENTRANCE

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 visit aut.ac.nz/entryrequirements

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

Visit aut.ac.nz/entryrequirements to find out more details about these admission categories.

Common University Entrance requirements

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

	NCEA	CIE	IB ³
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: <ul style="list-style-type: none"> • 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 New Zealand CAIE 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 ² 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: <ul style="list-style-type: none"> • 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. NZ Tariff (based on old UCAS Tariff) = system which converts AS and A level grades into points.

2. IGCSE = International General Certificate of Secondary Education.

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

English language requirements

If you don't have English as your first language, you may have to show evidence of your English language skills. Visit aut.ac.nz/englishrequirements for details about English language testing and recognised English tests.

International students

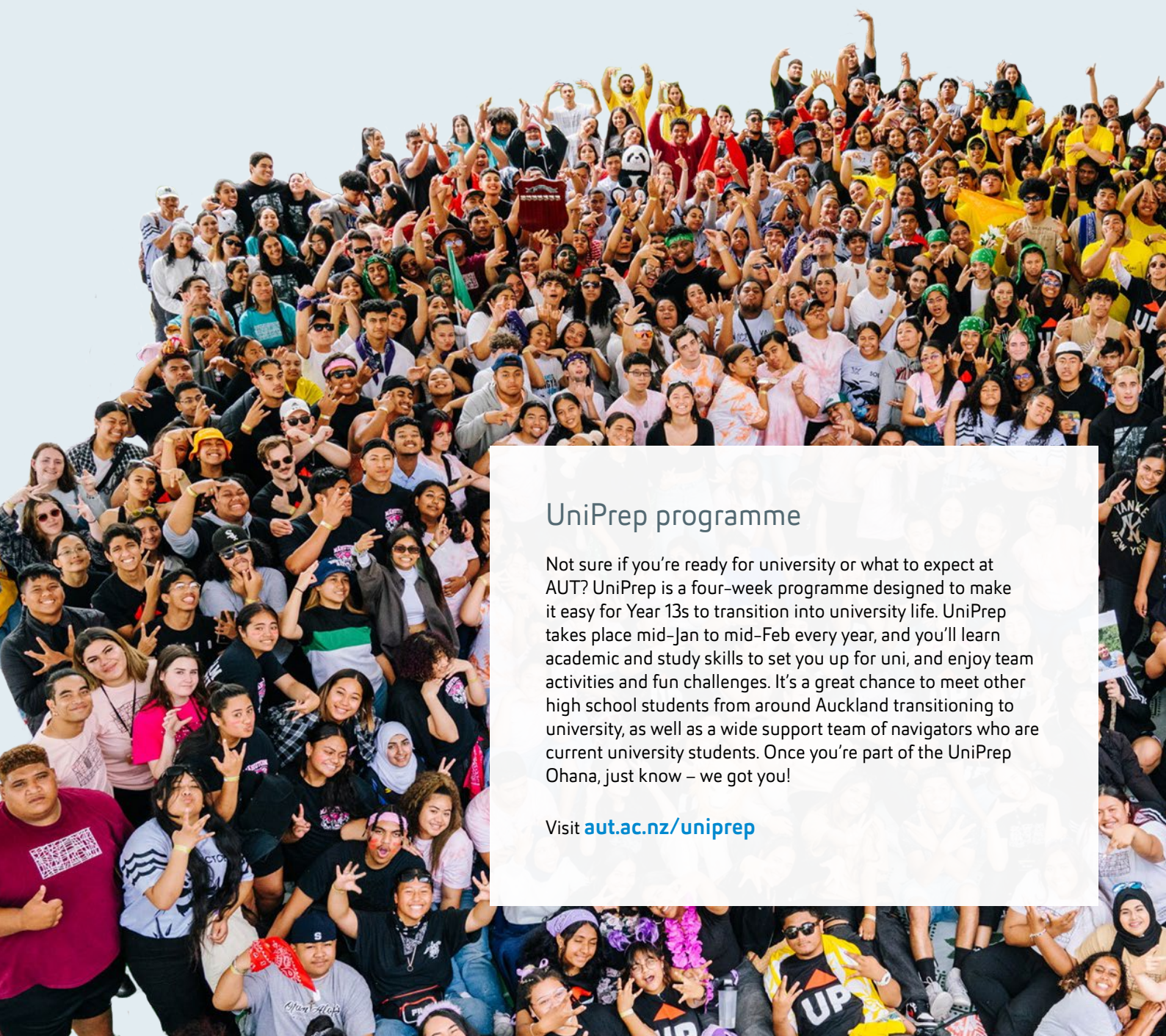
Contact us for information regarding studying at AUT if you're not a citizen or permanent resident of New Zealand or Australia, or a citizen of the Cook Islands, Niue or Tokelau islands.

Visit aut.ac.nz/int/entryrequirements for entry requirements for specific countries. If you have any questions, you can contact us at aut.ac.nz/enquire

UniPrep programme

Not sure if you're ready for university or what to expect at AUT? UniPrep is a four-week programme designed to make it easy for Year 13s to transition into university life. UniPrep takes place mid-Jan to mid-Feb every year, and you'll learn academic and study skills to set you up for uni, and enjoy team activities and fun challenges. It's a great chance to meet other high school students from around Auckland transitioning to university, as well as a wide support team of navigators who are current university students. Once you're part of the UniPrep Ohana, just know – we got you!

Visit aut.ac.nz/uniprep



Ngā utu whakauru, ngā karahipi

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 2023 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 2024 tuition fees will be advertised on aut.ac.nz/fees as soon as they have been set. You may also need to pay additional fees for course materials or elective courses (check with your faculty if there are additional fees for your programme).

Domestic student tuition fees

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

Undergraduate programmes

Fee (per year): \$7,669–\$8,653 (for 120 points)
(\$6,595–\$7,579 tuition fees + \$1,074 student services levy)

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): \$32,174–\$33,474 (for 120 points)
(\$31,000–\$32,400 tuition fees + \$1,074 student services levy)

Please note that you must 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 study¹

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

To check if you're eligible for fees-free study in 2024 visit aut.ac.nz/fees

Student loans and allowances¹

If you're 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. Domestic students only, not available to international students.

Financial assistance

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

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

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 including the Welcome to Auckland scholarship and Find Your Greatness scholarship (details below).

Visit the scholarships website for a full 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.

2024 AUT Welcome to Auckland Scholarships

Because we recognise the challenges students may face when moving to Auckland, AUT's three-year Welcome to Auckland scholarships make a contribution towards students' accommodation and study fees. These scholarships recognise high-achieving secondary school students living outside of Auckland who intend to enrol in bachelor's degree study commencing in 2024.

2024 AUT Find Your Greatness Scholarships – School Leaver

AUT's Find Your Greatness undergraduate scholarships for school leavers reflect our commitment to creating great graduates. These three-year scholarships recognise students' academic achievement, as well as students' potential leadership ability and contribution to their school or community, cultural pursuits or sport at a representative level.

The Find Your Greatness scholarships are offered in the four categories below for study commencing in 2024:

- Academic Excellence
- All Rounder
- Hiki Ake (Lift Up)
- Kiwa (Māori and Pacific students)

Applicants will be considered in all categories for which they are eligible.

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

Accommodation

Check out our student accommodation – a comfortable and convenient option whether you're a first-year or postgraduate student, new to Auckland, or living away from home for the first time. AUT's student accommodation is modern and secure, community just a few minutes' walk away from our City or North Campus. You may even be eligible for a scholarship to go towards your accommodation costs.

Visit
aut.ac.nz/accommodation



He pēhea te tono

HOW TO APPLY

Below is the step-by-step guide to the application 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 2024

- Semester 1
– apply by 4 December 2023
- Semester 2
– apply by 6 May 2024

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

Ready to apply?
apply.aut.ac.nz

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

3

ACCEPT YOUR OFFER

It's important that you respond as soon as possible, particularly if you've been offered a place in a programme with limited places.

Ētahi atu kōrero FIND OUT MORE

aut.ac.nz



Need some help?

Visit aut.ac.nz/enquire, ask us your question and we'll call you back. Or you can phone **0800 AUT AUT** (0800 288 288) to speak to one of our friendly advisors. We can help with any questions you may have, and you could also book a course counselling session or a campus tour.

Connect with us now:



Campuses

City Campus

55 Wellesley Street East, Auckland Central

North Campus

90 Akoranga Drive, Northcote, Auckland

South Campus

640 Great South Road, Manukau, Auckland

AUT LIVE

Join us at our open day, AUT LIVE, on the City Campus and see everything AUT has to offer to help you make an educated decision about university study.

aut.ac.nz/live





0800 AUT AUT (0800 288 288)

Auckland University of Technology

Auckland, New Zealand

aut.ac.nz

Enquire now

aut.ac.nz/enquire

Connect with us now:



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