

AUT

TE WĀNANGA ARONUI
O TĀMAKI MAKAU RAU

COMMUNICATION STUDIES

UNDERGRADUATE
PROGRAMME GUIDE 2025



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 kawe 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

The cover design represents a tukutuku (ornamental lattice work) panel with the Poutama pattern woven onto it. This pattern symbolises levels of attainment, advancement, and personal growth, striving for betterment. The Poutama reflects what AUT does for its students: educate, guide and support them on their journey into a future they define, and we prepare them for. The perspective of the design enhances the concept of the journey. The overlaid design elements on top of the cover pattern show commitment to Te Tiriti o Waitangi and Te Ao Māori being at the foundation of everything; an underlying base to support and enhance all aspects of AUT.

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 2023.

Ngā ihirangi CONTENTS

About AUT

- 02 Why study at AUT?
- 04 Student life

Course information

Bachelor of Communication Studies

- 06 Overview
- 09 Advertising and Brand Creativity
- 10 Digital Communication
- 11 Journalism
- 12 Public Relations
- 13 Radio and Audio Media
- 14 Screen Production

15 Diploma in Arts

16 Overview of our postgraduate qualifications

Applying for your programme

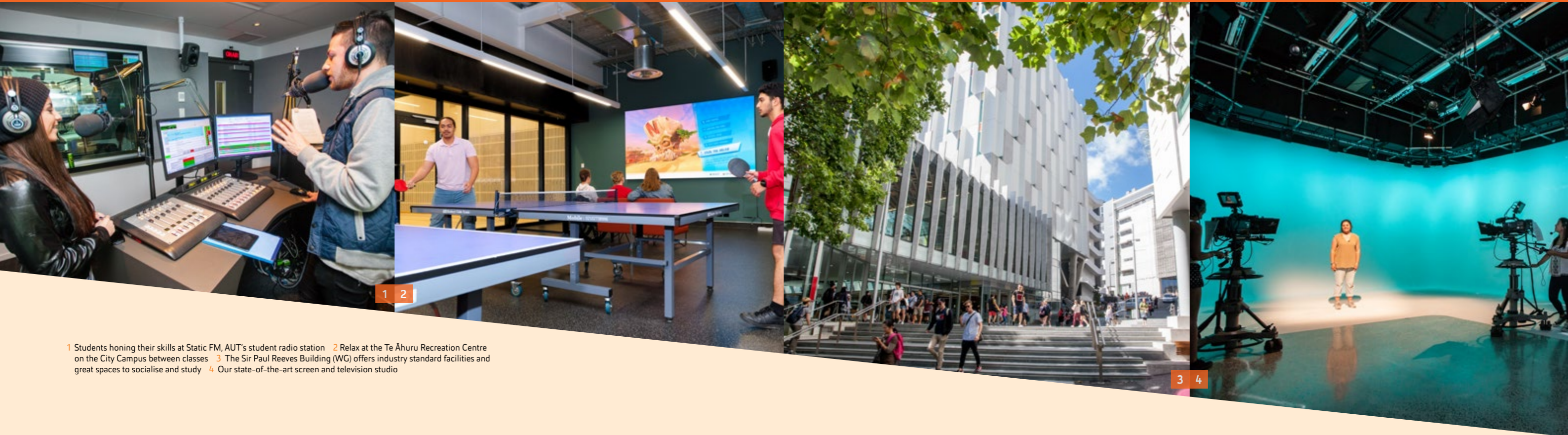
- 18 University entrance
- 20 Fees and scholarships
- 22 How to apply
- 24 Find out more



He aha ai e ako ki AUT?

WHY STUDY AT AUT?

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



1 Students honing their skills at Static FM, AUT's student radio station 2 Relax at the Te Āhuru Recreation Centre on the City Campus between classes 3 The Sir Paul Reeves Building (WG) offers industry standard facilities and great spaces to socialise and study 4 Our state-of-the-art screen and television studio

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 1% of universities in the world, the top 50 universities under 50 years of age, the top 5% of universities for social impact, and number one in Aotearoa New Zealand for international outlook. Study with us and you'll join New Zealand's most diverse and vibrant university, and develop the skills for rewarding careers in a wide range of industries and professions. Across all of our programmes, we encourage innovation and entrepreneurship, and the ability to explore new technologies, challenge routine thinking and solve problems in new ways. AUT is where talent meets opportunity, and we love seeing so many of our graduates shape successful careers in New Zealand and around the world.

Preparing you for the future

Our communication studies programmes are well regarded by the industry, and ranked in the top 250 in the world in the QS World University Subject Rankings. As part of your Bachelor of Communication Studies you can work on projects for real clients, or complete workplace experience or internships for major industry organisations. You'll have plenty of opportunities to network with industry leaders and potential employers thanks to our strong connections with partner organisations and professional bodies like the Public Relations Institute of New Zealand and Commercial Communications Council. Your degree can be as unique as you are – you can include subjects from across AUT and tailor your studies to your interests. And if you want another way into AUT, our Diploma in Arts is a great way to start your studies and gain the confidence to succeed at university.

Top facilities and equipment

To make sure your learning is relevant to your future career, you have access to top facilities and industry-standard equipment, including a screen and TV studio, performance studio, radio station, sound and edit suites, digital media labs and a media centre. You'll study in modern buildings that don't just win architecture awards but also offer excellent environments where you can collaborate with your classmates and develop skills that help you stand out to employers. We're proud of our five-star ranking for teaching and facilities, awarded by the world university rankings organisation QS. Our state-of-the-art buildings were created using sustainable principles and offer inviting lecture theatres, auditoriums and research spaces; offering you the perfect environment for your studies.

Research that shapes tomorrow

Our research is focused on real-world impact, and we're proud of our reputation as a leading research university. As an AUT student you could learn from globally renowned researchers who are experts in areas as diverse as communication for social change, media and democracy, screen practice and the impact of AI on the creative sector. Their research often feeds back into the classroom, and you may even be able to contribute to these research discoveries. We have a number of world-class research centres and groups, and our research addresses issues facing the environment, society and the world.

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 and occupational therapists who can 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, adaptive technology, 24/7 academic support through Studiosity, 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, RUOK advisors and the TalkCampus app; financial assistance; medical, learning and IT 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!

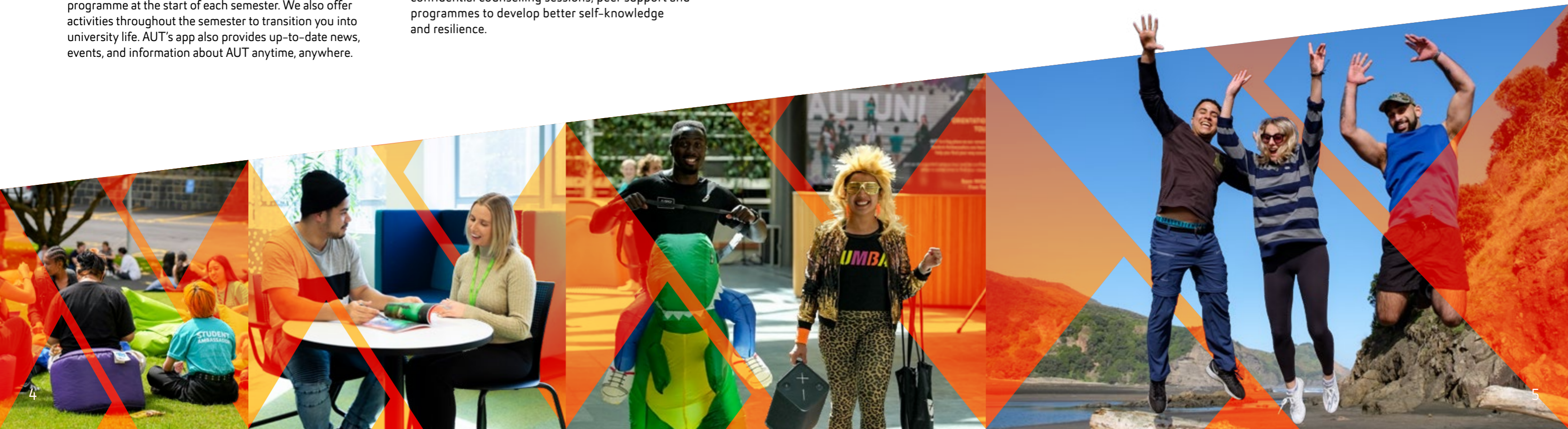
Celebrating our people

We celebrate diversity and our commitment to Te Tiriti o Waitangi with passion, curiosity and pride. We have a strong commitment to Māori advancement, and Pacific wellbeing and success, 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 Innovation Challenge is 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.

BCS | AK3303

QUICK FACTS

Level	7
Points	360
Duration	3 years full-time
Campus	City
Starts	3 March & 21 July 2025

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 reflects 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.



"I really think skills around communication are important for all areas of work globally. After I graduate, I'd love to be a part of the health PR world, either working for an agency or in house for a company. I want to be involved in the creativity needed to ensure messages reach the target audience while also helping to make sure this is done ethically. I chose to study brand and advertising creativity because I was excited by the chance to have a go at creating engaging ads and to learn about all that goes on behind the scenes. Health promotion was equally important to me as I've come to really care how messages are communicated in the health and wellness world."

Samantha Mills
3rd-year student, Bachelor of Communication Studies in Public Relations, with minors in Brand and Advertising Creativity & Health Promotion

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



"If you know you're interested in the media industry but don't know exactly where you'd fit into the broad industry, communication studies is exactly where you'd like to be. You get to be creatively challenged and it pushes you to deliver high-quality industry standard work. Even if you don't know what area of communication studies you want to specialise in, after the first year you'll start to know what areas of the industry excite you. I like how AUT offers a more practical degree framework and has lecturers who have worked in the industry themselves. They take extra care to make sure their students are achieving success at university and after they graduate."

Dhruti Kumar
3rd-year student, Bachelor of Communication Studies in Advertising and Brand Creativity, with minors in Digital Communication & Marketing

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

An important part of your studies are 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



“I chose the Bachelor of Communication Studies because of the flexibility it offered, and it gave me a chance to learn about different industries and build connections in each. My lecturers believed so strongly in students and were willing to go the extra mile to ensure that every opportunity was available to us, from getting into newsrooms to being prepared for what the role would really be like. I stepped into a job as a reporter at the New Zealand Herald the day after graduation with a full contact book, knowing the team and the technology systems they used. It’s been amazing to see where my friends have ended up in their careers too – everywhere from TV reporters to Netflix executives.”

Lauren Bartlett
Head of Marketing & Communications –
UK/Europe, New Zealand Trade and
Enterprise, London
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 Child Cancer Foundation, Moths and Butterflies of New Zealand Trust, PRINZ, House of Science West Auckland, The Y North Shore, Kaipātiki Project, Citizens Advice Bureau, Oke Charity and Duffy Books in Homes.

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.

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



“I chose to study public relations because I wanted to make a career of my gift of the gab and passion for people. For me, studying at AUT was such an awesome experience. The industry project in my final year was the highlight of the degree. Getting to work with a client and learn everything from the basics of account management to brainstorming creative stakeholder engagement strategies was so valuable for starting in PR. In my group’s project we helped a community zero waste programme develop an online engagement strategy. I was tasked with identifying and reaching out to national celebs and local community members that had a public profile – a pretty wild thing to be doing as a uni student!”

Louis Hartley
Te Atiawa (Taranaki)
Associate, GRC Partners + Porter Novelli
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

Radio students also go on air from our state-of-the-art radio studios on our online Kiwi music station SOUNZ. To find out more visit sounz.kiwi.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 loved studying radio at AUT because not only did it teach me about the radio industry but also helped me build connections with people I now work with every day. My personal highlight was in my third year when we got to be hands-on with our student radio station, Static 88.1. I’m now responsible for planning, programming and presenting the Mai FM night show from 7pm to midnight. My time at AUT has given me a wide range of skills to be a multi-dimensional host. Not only can I host a show, but I’ve been a producer, promo assistant and production assistant thanks to the skills I learned at AUT.”

Bailey Palala
Mai Hot 20 Announcer, Mai FM/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
Freelancer - Film and TV
Bachelor of Communication Studies in Screen Production & Radio and Audio Media

Diploma in Arts

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



Interested in communication studies? Start your university studies with our Diploma in Arts. It's another way into AUT; perfect if you're not entirely sure what to expect at uni or from communication studies, or missed out on getting into your dream degree. You'll take the same courses as first-year bachelor's degree students, and study in a supportive environment with additional academic and student support. It's a great way to try university and gain a qualification in one year. Once you've completed your diploma you can then move into Year 2 of the Bachelor of Communication Studies, which means you can still complete your chosen bachelor's degree in three years.

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 three approved subjects, OR
 - 12 credits in each of two approved subjects and 14 credits across two 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

You'll become familiar with the media world and different communication studies concepts, and improve your academic knowledge and study skills to give you the confidence for further study.

The courses you study are from the first year of the Bachelor of Communication Studies. After you've completed this diploma, you can then cross-credit your courses and transfer to the second year of the Bachelor of Communication Studies. Your diploma courses can also help you decide which area of communication studies you might like to focus on later once you move into our bachelor's degree. 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

Because you study the same first-year courses as our bachelor's degree students, you can move into the second year of the Bachelor of Communication Studies once you've completed this diploma.

DipArts | AK2001

QUICK FACTS

Level	5
Points	120
Duration	1 year full-time, part-time available ¹
Campus	City
Starts	3 March 2025



"Deciding to come to AUT for my studies was easy, and I completed a Diploma in Arts, focusing on communication studies, before transferring into the Bachelor of Communication Studies. I choose AUT because it offered everything I was interested in, in one place. I'd heard such great things about AUT from friends and family, and it's a lot more hands-on than other universities. I've loved my studies – I've met so many amazing people and got given so many opportunities to learn from people in the industry. I've always enjoyed planning events as well as PR, and AUT had the perfect combination of both subjects as part of my Bachelor of Communication Studies."

Jorja Parmentier
3rd-year student, Bachelor of Communication Studies in Public Relations with minors in Advertising and Brand Creativity & Event Management
Diploma in Arts

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 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.

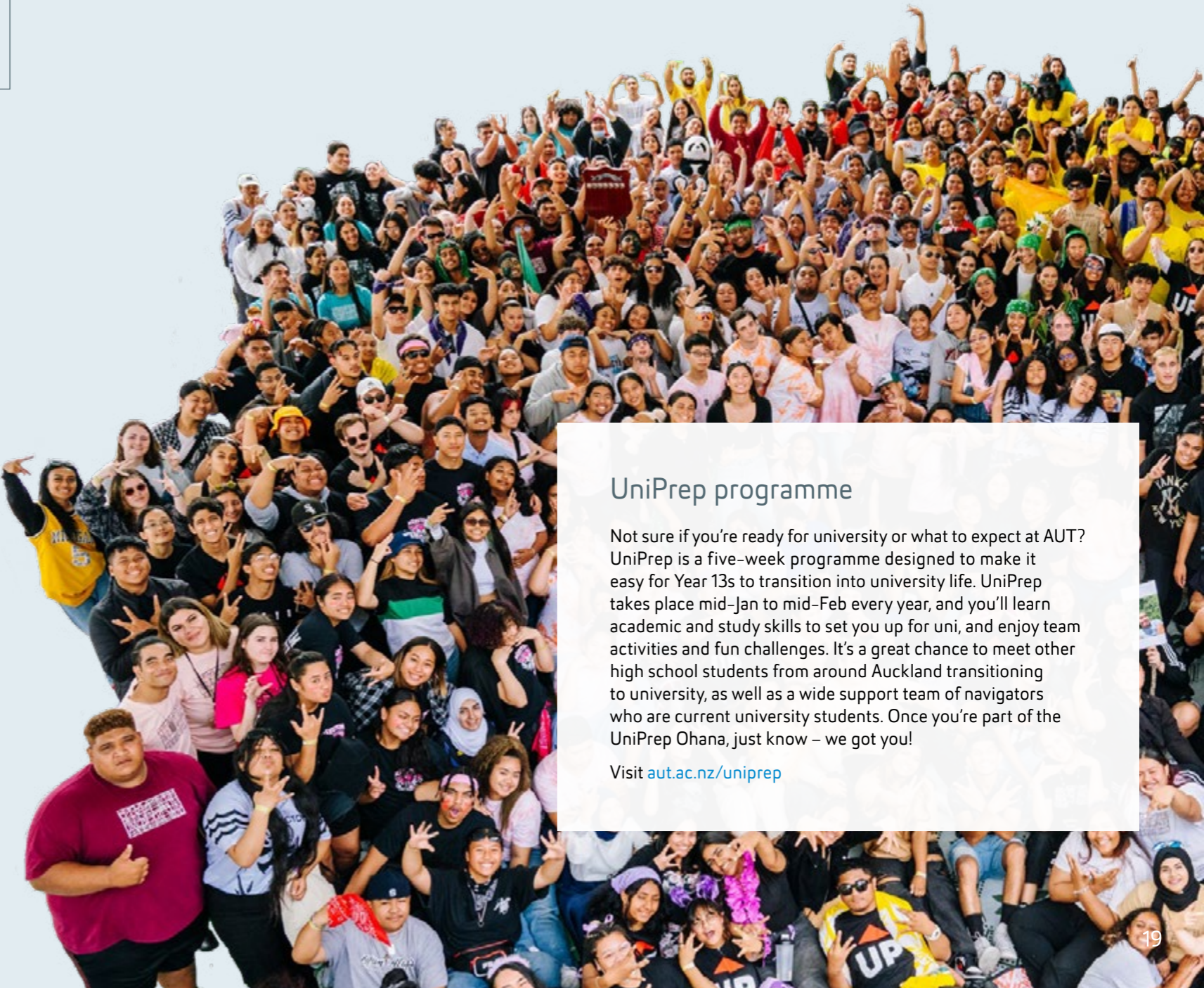
English language requirements

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 five-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 & SCHOLARSHIP

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 2024 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 2025 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):	\$7,926 – \$8,937 (for 120 points) (<small>\$6,780 – \$7,791 tuition fees + \$1,146 student services levy</small>)

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):	\$33,846 – \$35,146 (for 120 points) (<small>\$32,700 – \$34,000 tuition fees + \$1,146 student services levy</small>)

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 may receive one year of full-time study fees-free. To check if you're eligible for fees-free study 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.

2025 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 2025.

2025 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 2025:

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

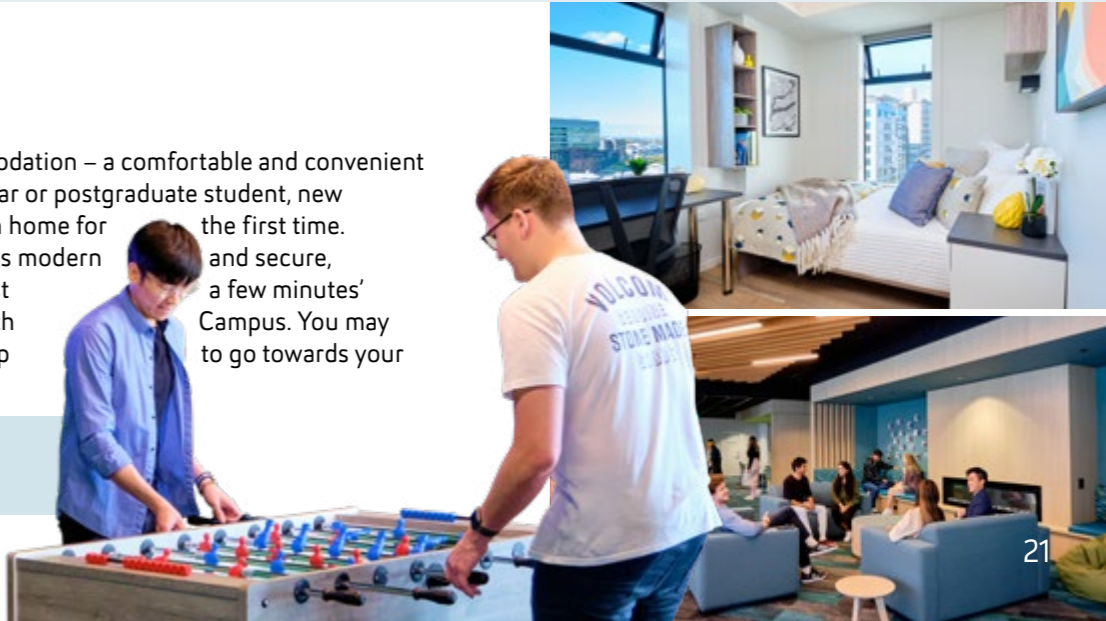
Applicants will be considered in all categories for which they are eligible.

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, offering a social community just a few minutes' walk away from our City or North Campus. You may even be eligible for a scholarship 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 2025

- Semester 1
– apply by 2 December 2024
- Semester 2
– apply by 5 May 2025

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

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.

Once you've accepted your offer of place, we'll let you know how to enrol in the courses for your programme, and you can start to get excited about joining AUT.

Ready to apply?
apply.aut.ac.nz

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.

Campuses

City Campus

55 Wellesley Street East, Auckland Central

North Campus

90 Akoranga Drive, Northcote, Auckland

South Campus

640 Great South Road, Manukau, Auckland

Connect with us now:



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:



This booklet is printed on Satin matt paper which is certified to the Forest Stewardship Council® (FSC®) standard as an FSC Mix paper from well managed forests and other responsible sources.

We print using BIO-inks that contain materials that are based on renewable resources including wood resin (rosin, colophony), and vegetable oils, linseed oil and soybean oil and the printing company is FSC certified.