



AUT

BACHELOR OF COMMUNICATION STUDIES

PROGRAMME
OVERVIEW 2020

WELCOME FROM HEAD OF SCHOOL

The spaces in which the School of Communication Studies at AUT teaches our students more than meet industry standards and our lecturers combine industry experience and expertise with academic qualifications and focused research. Our facilities and our people are key features of the school in which I take great pride, because together they enable us to fulfil our mission, which is “great graduates”. Communication studies graduates are sought-out by employers across the media and communication industries because they know we train students in practical and theoretical knowledge as well as teach critical thinking skills in ways that encourage students’ creative abilities.

I’m also very proud that the school has recently re-designed and refreshed our flagship qualification, the Bachelor of Communication Studies. The degree will now have a flexible modular structure where students can take a second major either from inside the school or from another area altogether (like sport science, business, or hospitality & tourism to name but three). Every area within Bachelor of Communication Studies has been refreshed and updated, with a particular focus on extending and strengthening teaching delivery that reflects the school’s philosophy of collaborative, project-based learning. I believe firmly that the innovations we have made will allow us to continue to meet our goal of producing adaptable, ethical, intellectually agile students who are skilled digital story tellers.

Wherever your particular interest of the media and communication industries may lie, I am very confident that the School of Communication Studies is best placed to help you achieve the knowledge and skills you’ll need to find your niche and contribute to some of the world’s most innovative and dynamic workplaces. Come and let us help you design your future.

Dr Rosser Johnson

Head of School of Communication Studies
Faculty of Design and Creative Technologies





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The information contained in this brochure was correct at time of printing, August 2019.

WHY STUDY THE BACHELOR OF COMMUNICATION STUDIES AT AUT?

A widely recognised qualification

Our communications programmes are well regarded by the industry, and ranked in the top 200 in the world in the QS World University Subject Rankings 2019. AUT's Bachelor of Communication Studies will give you a valuable foundation for key roles in many industries, not only in the media and communications fields. Our students and alumni are internationally recognised, and you can find them in key roles across the media and communication industries.

Outstanding facilities and services

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

Strong support from industry partners

We receive strong support from industry organisations and professional bodies like PRINZ (Public Relations Institute of New Zealand) and CCC (Commercial Communication Council). Our industry partners advise on current best practice, help us draft and assess industry briefs, and consider proposed programme changes – all to ensure that our graduates are world-ready when they leave AUT.

Workplace experience during your degree

As part of your Bachelor of Communication Studies you could work on live projects for real clients, or complete workplace experience or internships for major industry organisations. Journalism students, for example, get a taste of different media outlets through the internships that are part of their degree. Similarly, public relations students can work on a project for a not-for-profit client through our public relations agency Outside the Square.

A chance to see the world

You can gain valuable international experience as part of your degree and go on a student exchange to one of our partner universities in the Europe, Canada, Mexico or the US. When you're in the final year of your degree you could also apply for the AUT Internz programme, which gives new graduates a once-in-a-lifetime opportunity to apply their learning in a global context and intern at some of the world's best known companies in the US, Canada, Europe and Asia.



BACHELOR OF COMMUNICATION STUDIES OVERVIEW

QUICK FACTS

| | |
|-----------------------------|-----------------------------------|
| Level: | 7 |
| Points: | 360 |
| Duration: | 3 years full-time only |
| Campus: | City |
| Starts: | 24 Feb & 13 July 2020 |
| Minimum entry requirements: | University Entrance or equivalent |
| Useful school subjects: | Language rich subjects |

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

What this qualification covers*

In your first year, you'll be introduced to the media world and essential communication theories and practice. The first year of the Bachelor of Communication Studies is common to all students, and gives you an overview of the field of communication studies. In Year 2 and 3 you then begin to develop important skills in your chosen fields.

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

Majors available:

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

Refer to pages 4 to 6 for more information.

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

Minors available:

- Communication for Social Change
- Multi-Camera Production
- Media and Power
- Professional Performance Communication

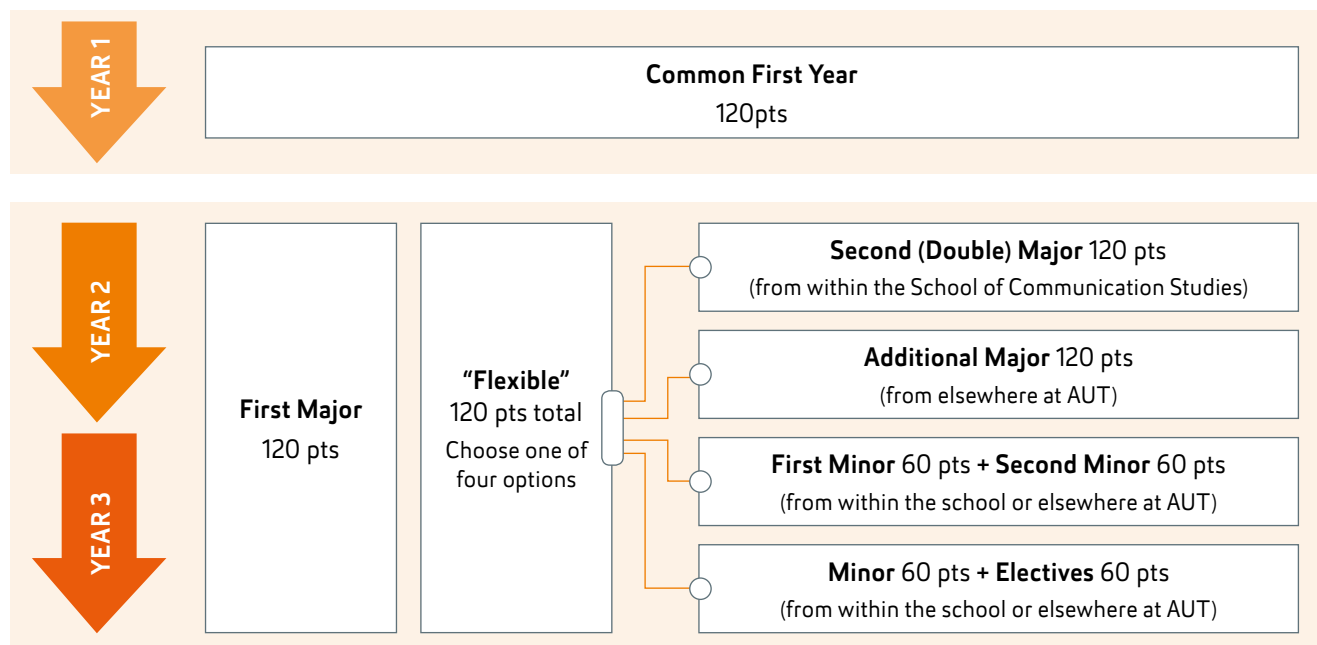
Refer to page 7 for more information.

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

*The programme structure outlined in this publication is currently subject to CUAP approval.



Degree structure



For more information about the Bachelor of Communication Studies and the papers you can study visit aut.ac.nz/communications



TOP 200
WORLDWIDE
for communication
and media studies

Advertising and Brand Creativity

Successful advertising campaigns transform creative original ideas into a story that captures people's minds and hearts. Technology has revolutionised communication and the transfer of ideas through various platforms, but it hasn't changed the need for the generation of ideas. This is where advertising creativity comes in. Advertising starts with an insightful idea and then you choose various media to create a great advertising campaign.

AUT is the only New Zealand university that teaches advertising creativity specifically and at degree level. We work closely with the advertising industry, and regularly invite guest speakers from leading advertising agencies and client companies like TVNZ, Spark, MediaWorks, Saatchi & Saatchi, DDB, Colenso BBDO, FCB New Zealand and Film Construction.

Through the Advertising and Brand Creativity major 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.

Career opportunities

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

Digital Communication

An exponentially growing industry, digital communication focuses on telling stories and communicating via digital platforms made possible through computers, mobile technologies and networks. But this field is about more than 'media with digital tools'. Digital Communication professionals optimise digital tools, strategies and platforms to engage and empower users, customers and audiences.

If you're driven by a thirst for new knowledge and skills in cutting-edge digital platforms, live and breathe social media, and love to tell stories using image, sound and words, a career in digital communication could be for you.

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

Career opportunities

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

MAJORS

Journalism

Great journalists are driven by a thirst to find out about what is going on locally, nationally or globally, and write about it accurately, and without bias or fear. The internet has transformed the content and delivery of news as blogging and viddlogs have changed the space that was traditionally the domain of professional journalists. But journalistic skills including quality writing, the ability to verify user-generated material, and a talent for interviewing are still needed to cut through the noise.

Our Journalism major covers skills for a career in journalism or a number of other career pathways that utilise these capabilities. You can gain experience in news reporting, different writing styles, bicultural and cross-cultural reporting, media law and ethics. You're encouraged to participate in live reporting exercises.

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

Career opportunities

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

Public Relations

First impressions make a huge impact. How did you find out about your latest cell phone, a new political party, charity, sporting event or night club? Chances are, it was the work of a public relations (PR) team that first inspired you. Public relations communicators plan, develop and manage communication and media strategies for organisations and people, from businesses, nations, cities and communities, to charities, politicians, celebrities and individuals.

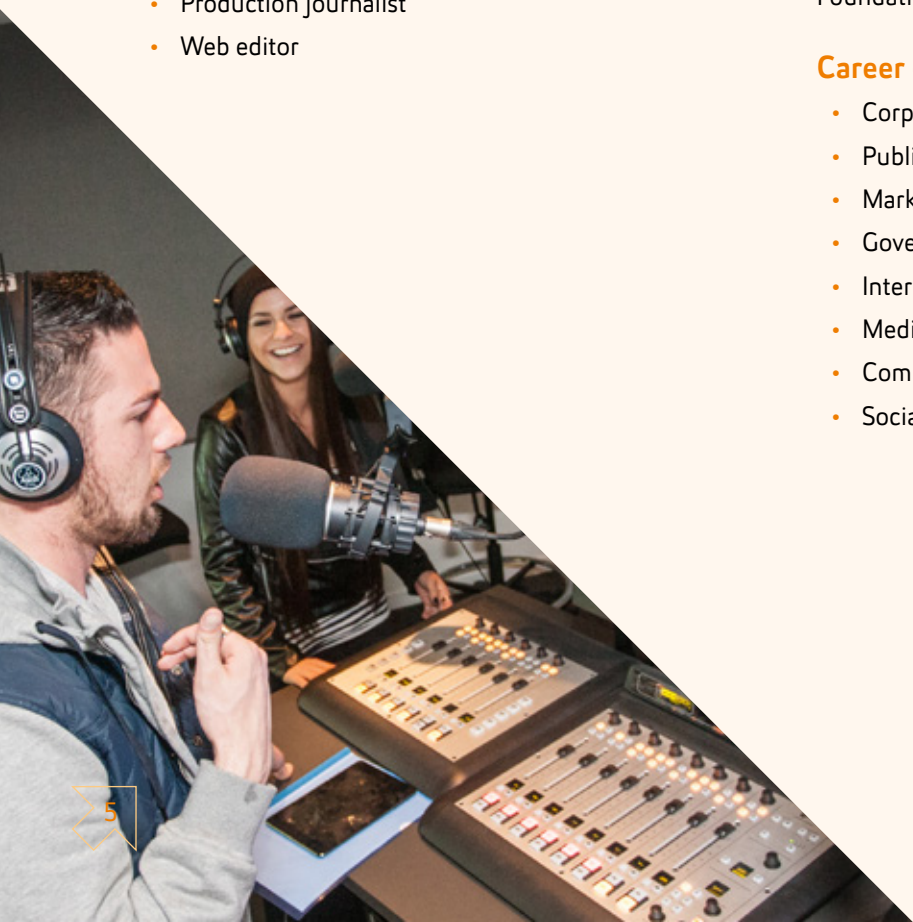
We have strong ties with leading industry organisations, including the Public Relations Institute of New Zealand (PRINZ) and public relations consultancies like Porter Novelli, Acumen, Botica Butler Raudon PR, Mango, Network Communication, Professional Public Relations, and Sparkactivate.

In the Public Relations major you explore topics like reputation management, strategic communication, communication in a business environment, sponsorship and promotion, internal communication, persuasion, social media and communicating with diverse audiences.

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

Career opportunities

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



Radio and Audio Media

Radio and audio media is fast-paced, dynamic and immediate. It's often the first medium to break the news and it's a primary source of entertainment and information. High energy personalities are the public voice of radio, taking on a persona to suit the radio station's audience. But many other people work in other essential roles to get shows on air, including producers, journalists and sound engineers. This major enables you to explore the intersections of radio, audio and new media on the one hand with music, popular culture, change, creative practice and self expression on the other.

In the Radio and Audio Media major you develop key skills for a career in radio, and run an FM and online radio station with other radio students. You'll be on-air and learn to produce and develop programme materials, host station programmes, and create music schedules by keeping your target audience in mind.

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

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

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

Screen Production

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

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

In the Screen Production major you develop creative and professional skills to work on big-budget commercials, assist on productions and sets, manage schedules and be part of a thriving industry with varied roles. You work on practical TV and screen production projects, using AUT's industry standard TV studio facilities.

Career opportunities

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



MINORS

Communication for Social Change

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

Multi-Camera Production

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

Media and Power

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

Professional Performance Communication

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



HOW TO APPLY

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

1

APPLY EARLY

- Places are limited.
- Domestic students: Submit your application well before semester starts.
- International students: We recommend that you submit your application at least three months before the semester starts as places are limited and visa processing times can vary. You can apply online or through an AUT approved international agent. For more information visit aut.ac.nz/international

2

COMPLETE AND SUBMIT AN APPLICATION FORM

- Apply online
- Indicate your programme(s) of choice and major (if known)
- You will be automatically assessed for all your programme choices at the same time
- We will send you an acknowledgment email/letter, which explains how to check the status of your application
- We will contact you if we need more information

3

WE ASSESS YOUR APPLICATION

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

4

ACCEPT YOUR OFFER

For information on fees
aut.ac.nz/fees

For information on scholarships
aut.ac.nz/scholarships



0800 AUT UNI (0800 288 864)

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

Enquire now
aut.ac.nz/enquire

CITY CAMPUS
55 Wellesley Street East, Auckland Central

NORTH CAMPUS
90 Akoranga Drive, Northcote, Auckland

SOUTH CAMPUS
640 Great South Road, Manukau, Auckland

Connect with us now:



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