

# COMMUNICATION STUDIES

UNDERGRADUATE  
PROGRAMME GUIDE  
2021

# AUT

TOP  1%  
UNIVERSITIES  
WORLDWIDE

# Celebrating 20 years as a university

When AUT became a university in January 2000, it had a clear vision for its future: to provide its students with exceptional learning experiences, and send them into the world as outstanding graduates. AUT has been a university for 20 years now and that student-centred vision has helped guide the development of world-class programmes, teaching, research, facilities and partnerships.

Today, AUT is New Zealand's second-largest university, with 29,250 students, 994 doctoral candidates, 3,400 staff, 195 professors and associate professors, and more than 100,000 AUT alumni. Ranked in the top 1% of universities worldwide, AUT is the top millennial university in Australasia, and ranked first in New Zealand for its global research impact and international outlook.

## Welcome to AUT

E ngā mana, e ngā reo

E te iti, e te rahi

E ngā mātāwaka o ngā tōpito o te ao

Ngā mahuetanga iho e kawē nei i ngā

moemoeā o rātou mā

Tēnā koutou katoa

Piki mai rā, kake mai rā,

Nau mai, haere mai ki tēnei o ngā wānanga

Whakatau mai i raro i te korowai āhuru

o Te Wānanga

Aronui o Tāmaki Makau Rau

To the prestigious, the many voices

The few, the great

To those of all races and creeds

We who remain to fulfil the dreams and

aspirations of the ancestors

Greetings one and all

Climb, ascend

Embark on the journey of knowledge

Let us at AUT embrace and empower you

To strive for and achieve excellence

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

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

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

**Cover credit:** Rendering by Jared Patterson.

Top 1%: AUT is ranked in the world's top 251-300 universities (Times Higher Education World University Rankings 2020).

**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](http://aut.ac.nz/calendar), to ensure that they are aware of, and comply with, all regulations, requirements and policies.

International students should visit [aut.ac.nz/international](http://aut.ac.nz/international) for entry requirements and detailed application information. The information contained in this programme guide was correct at the time of print, December 2019.

# AUT's faculties and schools

AUT has five faculties and 17 schools. The light orange box in the diagram below shows where the programmes in this programme guide sit within AUT.

## FACULTY OF BUSINESS, ECONOMICS AND LAW

TE ARA PAKIHI, TE OHANGA ME TE TURE

### Business School

Te Kura Kaipakihi

### Law School

Te Kura Ture

### School of Economics

Matauranga Ohanga

## FACULTY OF CULTURE AND SOCIETY

TE ARA KETE ARONUI

### School of Education

Te Kura Mātauranga

### School of Hospitality and Tourism

Te Kura Taurimatanga me te Mahi Tāpoi

### School of Language and Culture

Te Kura Reo me te Ahurea

### School of Social Sciences and Public Policy

Te Kura Pūtaiao ā-iwi me ngā Kaupapa Tūmatanui

## FACULTY OF DESIGN AND CREATIVE TECHNOLOGIES

TE ARA AUHA

### School of Art and Design

Te Kura Toi a Hoahoa

### School of Communication Studies

Te Kura Whakapāho

### School of Engineering, Computer and Mathematical Sciences

Te Kura Mātai Pūhanga, Rorohiko, Pāngarau

### School of Future Environments

Huri te Ao

## FACULTY OF HEALTH AND ENVIRONMENTAL SCIENCES

TE ARA HAUORA A PŪTAIAO

### School of Clinical Sciences

Te Kura Mātai Haumanu

### School of Interprofessional Health Studies

Te Kura Pākeho Ngaioatanga o Ngā Marau Akoranga Hauora

### School of Public Health and Psychosocial Studies

Te Kura Hauora Tūmatanui

### School of Science

Te Kura Pūtaiao

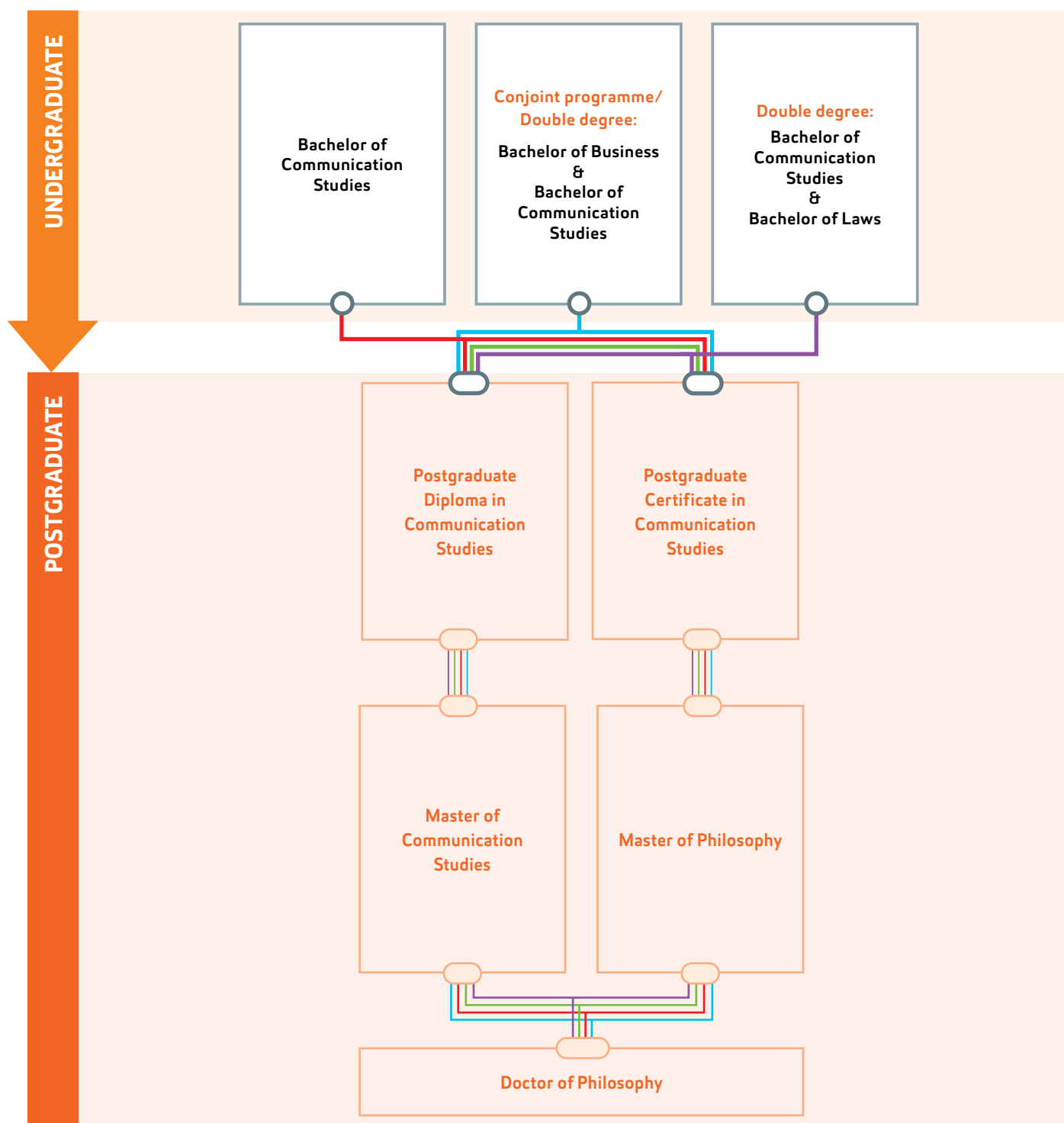
### School of Sport and Recreation

Te Kura Hākinakina

## TE ARA POUTAMA

FACULTY OF MĀORI AND INDIGENOUS DEVELOPMENT

# Qualifications and study pathways



## Note:

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

For more information, visit [aut.ac.nz/communications](http://aut.ac.nz/communications)

# WHY STUDY COMMUNICATION STUDIES?

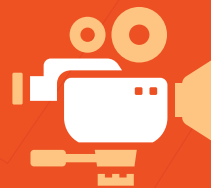


**TOP 200  
WORLDWIDE**

for communication  
and media studies



State-of-the-art  
radio studio



Cutting-edge  
TV studios





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

## Creating world-ready graduates

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

## World-class teaching and learning

We're proud to be one of the world's best modern universities – Times Higher Education has ranked us as the top millennial university in Australasia and we're ranked among the top 1% of universities in the world. Our communications programmes are well regarded by the industry, and ranked in the top 200 in the world in the QS World University Subject Rankings 2019. We receive strong support from industry organisations and professional bodies like PRINZ (Public Relations Institute of New Zealand) and CCC (Commercial Communication Council). Our industry partners advise on current best practice, help us draft and assess industry briefs, and consider proposed programme changes – all to ensure that our graduates are world-ready when they leave AUT.

## A global outlook

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

## Innovative and relevant research

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



## Life at AUT

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

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

### We're here to help

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

### Dedicated support for new students

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

## Creating career-ready graduates

The AUT Employability and Careers team helps you plan in advance for your future career by developing job search and interview skills, while building your personal brand and networking skills. We'll also introduce you to employers looking to recruit AUT graduates.

### Gain an edge on the competition

The AUT Edge Award and Beyond AUT Award challenge, reward and formally acknowledge the 'C skills' – collaboration, co-operation, community, curiosity, communication and creativity – gained through your volunteering, leadership and employability activities.

### International study opportunities

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





## Helping you succeed in your studies

Our library and learning support team offers a wide range of services and resources designed to help develop your academic skills. The Library also runs a range of workshops to help you get the most out of your studies, and our peer mentoring programme enables students to learn from others who have already completed the same paper.

## Top internships around the world

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

## A launchpad for entrepreneurs

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

## An outstanding learning environment

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

## Free access to digital tools and resources

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

## Getting involved in campus life

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

## Join a gym or sports team

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

## Holistic approach to wellness

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

## Disability student support and resources

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

## Getting around

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

## Safe and friendly campuses

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



# Bachelor of Communication Studies [ BCS | AK3303 ]

## Overview

### QUICK FACTS

Level: 7

Points: 360

Duration: 3 years F/T only

Campus: City

Starts: 22 Feb 2021



**Jamey Vaa'etasi Solomua**  
**William Bailey**

*Samoan/Ngāti Porou*

Curatorial Assistant Intern, Smithsonian Institution, Washington, DC  
Bachelor of Communication Studies in Television and Screen Production<sup>1</sup>

"I had decided early on in high school that telling stories was what I enjoyed most, and radio seemed the most obvious choice. Throughout my first year at AUT I was introduced to a whole world of production mediums, and towards the end of the second year it was clear that video had become the medium I felt most powerful with. At AUT there were frequent reminders that the opportunities are there for those that want to take advantage of them. I think the teaching style throughout my degree really fit well with my personality. AUT always wanted to see me do well, and I can't thank them enough for all that their support has enabled me to do. Working so closely with our tutors really broke down the power distance between teacher and student."

AUT's communication studies degree is very well regarded by industry. That's because our people pick up top jobs in the best companies and media outlets and they win awards, lots of awards. Our students and graduates are internationally recognised, having won the Sally Logan-Milne Young Practitioner of the Year award, CAANZ AXIS award, ORCA awards, Cannes International Advertising award and NZ Student Marketer of the Year award. You have access to industry standard facilities and equipment, including a media centre, radio studio and fully equipped television studio, and gain invaluable workplace experience before you graduate.

### Entry requirements

#### Minimum entry requirements

University Entrance or equivalent.

#### English language requirements

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

#### Useful New Zealand school subjects

Language rich subjects.

### What this qualification covers

#### Majors available<sup>2</sup>

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

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

#### Minors available

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

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](http://aut.ac.nz/minors)

#### Year 1

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

You study the following papers:

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

### Year 2 & 3

You begin to develop important skills in your chosen fields.

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

You choose:

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

- A second major from the Bachelor of Communication Studies (120 points); or
- A major from another AUT degree (120 points); or
- A first minor from communication studies (60 points) and a second minor (60 points)<sup>3</sup>; or
- A communication studies minor (60 points) and elective papers (60 points)

## Double your career options – study communications and:

### Business

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

### Law

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

1. This major is now called Screen Production.

2. Entry into your desired major is subject to your first-year results; it isn't guaranteed.

3. From communication studies or elsewhere at AUT.



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



### Jess Smith

Radio Integration Operations Coordinator,  
MediaWorks Radio  
Bachelor of Communication Studies in Radio

"I've always had a huge interest in the media industry, especially TV, advertising and radio. I decided to study communications because it offers an insight into the different aspects of the industry and enables you to find the area that best suits you. What I loved about AUT is that a lot of the papers are practical and that the facilities at AUT are a step ahead. When I was deciding which university to attend, I checked out the AUT City Campus and knew it was where I wanted to study. The radio and TV studios are what sold me on AUT. I'm now working at MediaWorks Radio, and am responsible for planning and executing client campaigns across all of the company's radio brands; The Edge, Mai, More FM, George FM, The Rock, Breeze, Sound and Magic."



For more details visit [aut.ac.nz/communications](https://aut.ac.nz/communications)



### Sophie Aitken

Junior Copywriter,  
Colenso BBDO  
Bachelor of Communication Studies  
in Advertising Creativity<sup>1</sup>

"I've always wanted to be a copywriter. AUT's communications degree and advertising major kept being recommended by people and organisations in the industry as the course to study if you want to work in advertising. I loved that every major in the communications degree includes hands-on time in the industry, which is so essential.

"My final year was the highlight of my studies. I was able to focus entirely on advertising. Working closely with my tutors and other advertising students was essential for figuring this industry out and creating a portfolio that I've taken with me beyond AUT and into the workplace.

"I'm grateful to have been a finalist in both the ORCA Student Radio Awards and the AXIS Student Awards. I can't thank my tutors enough for the effort, time, and seemingly immeasurable patience they give their students.

"After graduating at the end of 2018, I interned at creative agency FCB West in San Francisco through the AUT Internz International Scholarship Programme. I got to work at a great international ad agency with big clients on exciting projects. It's been a little bit of deep end swimming, and there were things that weren't like home. However, it was a time full of learning experiences and new skills I'm going to take on with me throughout my career, and my life."

## 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.

### What you study

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

In Year 2 and 3, our advertising creativity papers 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.

Papers may include:

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

### Career opportunities

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

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



For more details visit [aut.ac.nz/communications](https://aut.ac.nz/communications)



# 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.

## What you study

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

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

Papers may include:

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

## Career opportunities

- Digital strategist
- Digital 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



### Hulu Tu'inukuafe

Administrative Assistant,  
Digital Arts Network  
Master of Communication Studies  
with First Class Honours  
Bachelor of Communication Studies  
in Digital Media<sup>1</sup>

"AUT's communication studies degree has a great reputation as so many of the AUT communications alumni now have successful jobs in the media industry. AUT offers practical classes and as a person who enjoys learning through practical work, there was no doubt that AUT was the university for me.

"In my second year at AUT, I took a paper on interactive media, and was fascinated by the creation of apps and how they help people in their everyday lives. I soon decided that I really wanted to make an app that represented me. In the final year of my Bachelor of Communication Studies, I created an app about Tonga to provide visitors with information about the island and Tongan culture.

"Through my studies at AUT, I have discovered what I want to do and who I want to be. This is a huge step in my life as I was unsure what I wanted to do when I started university. My plan is to keep designing apps that help people learn something new and at the same time make their lives easier. I hope to bring people together through my work, share an interest in learning more about different cultures and embrace each other's differences."

1. This major is now called Digital Communication.





### Briony Sowden

Broadcast Journalist,  
BBC World News, London  
Bachelor of Communication Studies  
in Journalism

"I produce, report and output shows on BBC World News and for the BBC World Service (radio) and work across a number of award-winning shows including Global and Outside Source. I'm often blown away by the stories I'm writing about; real historic events that are shaping the political landscape.

"I'm surrounded by other journalists who are as driven by news and who inspire me to be a better journalist. Some of the people I sit next to and get to work with are the best in the business, and I'm constantly learning from them. They motivate me to strive to be better at my job and that in itself is rewarding.

"I work in the second biggest newsroom in the world. My day begins with an editorial meeting where we discuss the biggest stories of the day and how we want to cover it. We chase guests on the ground, put together our own packages, and bid for major players in stories. I also build and output shows, which gives me editorial control over the structure of a programme and which story has significance over another. I have to sub-edit and lead a team of producers – picking up mistakes before we go to air."

## 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. News journalists have to turn news reports around rapidly and across many platforms and media, always racing to break the latest news while keeping it accurate and fair. Lifestyle journalists need to be great story-tellers who can engage and entertain readers across topics like food, sport, beauty and lifestyle.

The internet has transformed the content and delivery of news as blogging and vlogs 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.

### What you study

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

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

Papers may include:

- New Production
- Newsdays
- The Laws and Ethics of Newsworld
- Creative Non-fiction Narratives
- Newslab Live

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

### Career opportunities

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



For more details visit [aut.ac.nz/communications](https://aut.ac.nz/communications)

# 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.

## What you study

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

In Year 2 and 3, our public relations papers cover topics like reputation management, strategic communication, communication in a business environment, sponsorship and promotion, internal communication, persuasion, social media and communicating with diverse audiences.

Papers may include:

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

Our students can 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 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



### Suzanne Suisuiki

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

"I chose communications because I felt that it was a broad field, from PR to journalism and advertising. But storytelling will always be at the heart of things – it's powerful and leaves a lasting impression on the people you are influencing. I had relatives who had studied at AUT and during my high school term breaks I would go along with them. I was really impressed with what I saw, particularly the genuine support AUT students received from staff.

"The highlight of my time at AUT was connecting with other Pacific students or alumni from communications. Studying towards a degree is a unique journey for anyone but for me what made my uni journey more meaningful and less daunting was connecting with others from similar backgrounds who shared the same passions, dreams, interests and faced familiar struggles. I found that empowering.

"As the marketing and communications manager for the Pacific Cooperation Foundation, I enjoy the variety of my role – from creating content for the organisation's digital platforms and writing press releases, CEO statements and stories, to mentoring marketing and communication students from the French Territories. What I love most, however, is facilitating the internship programmes for interns from across the Pacific region."



For more details visit [aut.ac.nz/communications](https://aut.ac.nz/communications)



### Ollie Wards

Content Director, triple j,  
Sydney, Australia  
Bachelor of Communication Studies  
in Radio

"Anyone who works in radio will tell you they love the immediacy. We can have a funny idea and it's on air the next minute. But the audience is also right there with us – they're always funnier, can make your idea better or were there at the thing you're talking about.

"We're a national station with over two million weekly listeners and millions of followers of our content including the Like a Version weekly live music video. Having two million plus music loving and creative people wanting to join in is the best. Live and interactive; there's no other medium quite like radio.

"I'm the lead creative of the station – setting strategy and direction but also leading the operations. One minute I'll be brainstorming some weird talkback or a prank, then I'll be discussing election coverage before meeting with the TV department about our music festival going live on YouTube.

"Just thinking about what I've done so far is pretty surreal. For example, I co-hosted the centenary of Anzac Day live from Gallipoli. As the dawn service happened I was there at Anzac Cove with a radio mic, telling people listening from all over Australia how it felt. I also got to see and meet so many of my favourite bands."

## Radio and Audio Media

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

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

### What you study

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

In Year 2 and 3, you develop key skills for a career in radio and the audio media industries. You'll design and produce podcasts and run a FM and online radio station with other students. You'll be on-air and learn to produce and develop programmes and features, host radio shows, make documentaries and develop sophisticated audio engineering skills using industry-standard studios.

Papers may include:

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

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

Check out our student radio station in Auckland, Static 88.1 FM or visit [static.co.nz](http://static.co.nz)

### Career opportunities

- Announcer/host
- Copywriter
- Media sales account executive
- Media planner
- Music director
- Content producer
- Audio engineer
- Programme director
- Promotions or station manager
- Website content manager
- Journalist



For more details visit [aut.ac.nz/communications](http://aut.ac.nz/communications)



# Screen Production

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

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

## What you study

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

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

Papers may include:

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

## Career opportunities

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

1. This major is now called Screen Production.



### Julian Braatvedt

Freelance Camera Operator  
Bachelor of Communication  
Studies in Television and Screen  
Production<sup>1</sup>

"When I applied for AUT's Bachelor of Communication Studies, I thought I wanted to become a war journalist. It was only a little later that I realised it wasn't the right choice for me, and by my second year at AUT I knew that I wanted to pursue documentary filmmaking as a career.

"I've always had a passion for Africa, and now almost all of my work is based in central and southern Africa. When I'm filming things like gorillas in Rwanda I can't help thinking how amazing it is that someone is actually paying me to film this. For me, this is a childhood dream come true.

"One of the things I'm particularly proud of was filming wild dogs and hyenas for National Geographic Channel's Africa's Hunters. Wild dogs are historically difficult to film, and I'm very proud of the footage I've managed to get for Africa's Hunters. My next project will be Camp Zambia, a Canadian production filmed in Zambia's South Luangwa National Park.

"In addition to my work, I've also created the short film Elephant I Miss You, in conjunction with the Lilongwe Wildlife Trust. In Malawi, elephants are expected to become extinct in 10 years' time due to poaching, and my film aims to encourage Malawians to look after the elephants for future generations."



## Minors

# Bachelor of Communication Studies

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

### Communication for Social Change

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

### Multi-Camera Production

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

### Media and Power

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

### Professional Performance Communication

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

### Other communication studies minors

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

- Advertising and Brand Creativity – see page 10
- Digital Communication – see page 11
- Journalism – see page 12
- Public Relations – see page 13
- Radio and Audio Media – see page 14
- Screen Production – see page 15

### Other minor options

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

# Overview of our postgraduate qualifications

## Postgraduate Certificate in Communication Studies

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

## Postgraduate Diploma in Communication Studies

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

## Master of Communication Studies

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

## Master of Philosophy

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

## Doctor of Philosophy

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



For more details visit [aut.ac.nz/communications](https://aut.ac.nz/communications)



# HOW TO APPLY

Below is the step-by-step guide to the applications process. For more information visit [aut.ac.nz/apply](https://aut.ac.nz/apply)

1

## APPLY EARLY

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

### APPLYING FOR 2021

- Semester 1  
– apply by 7 December 2020

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](https://aut.ac.nz/international-agents)

## SUBMIT YOUR APPLICATION

## WE ACKNOWLEDGE YOUR APPLICATION

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





3

## WE ASSESS YOUR APPLICATION

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

## POSSIBLE OUTCOMES

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

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

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

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

## ACCEPT YOUR OFFER

# University admission to AUT bachelor's degrees

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

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

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

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

### Admission categories

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

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

## Common University Entrance requirements

STANDARD	NCEA	CIE	IB <sup>2</sup>
<b>Overall</b>	Require <b>NCEA level 3</b> 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. <b>Note:</b> Credits to achieve NCEA level 3 may include unit standards from non-approved subjects. <b>Subject credits</b> Total of 42 level 3 credits including: • 14 credits from one approved subject • 14 credits from a second approved subject • 14 credits from a third approved subject	A minimum of 120 points on the UCAS Tariff <sup>1</sup> 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
<b>Numeracy</b>	At least 10 level 1 (or higher) numeracy credits (can be achieved through a range of subjects)	A minimum grade of D in IGCSE <sup>3</sup> mathematics or any mathematics subject at AS or A level.	Any mathematics subject – IB Group 5
<b>Literacy</b>	Total of 10 level 2 (or higher) literacy credits including: • 5 reading credits • 5 writing credits From specific standards in a range of NZQA English language rich subjects.	A minimum grade of E in English Language and/or English Literature subject at AS or A level.	Literature or language and literature (SL or HL) – IB Group 1, with English as the language.

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

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

3. IGCSE = International General Certificate of Secondary Education.

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

### NCEA approved subjects

For a list of NCEA approved subjects for University Entrance visit the NZQA website, [nzqa.govt.nz](http://nzqa.govt.nz)

### AUT language rich subject list

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

### Alternative pathways into AUT bachelor's degrees

Students who have just missed University Entrance or did not get into their chosen degree could consider enrolling in one of the foundation programmes offered at AUT. Please visit [aut.ac.nz/universityentrance](http://aut.ac.nz/universityentrance)



## Discretionary Entrance

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

International students can't apply for Discretionary Entrance.

### You can apply if you:

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

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

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

### Minimum academic criteria for Discretionary Entrance

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

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

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

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

### Admission at equivalent level (Ad Eundem Statum)

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

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

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

### Bursary

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

### Special Admission

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

## English language requirements

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

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

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

## International students

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

Visit [aut.ac.nz](http://aut.ac.nz) for entry requirements for specific countries.

If you have any questions, you can contact us at [aut.ac.nz/enquire](http://aut.ac.nz/enquire)

# Fees & scholarships

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

To give you an idea of approximate costs, the 2020 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 2021 tuition fees will be advertised on [aut.ac.nz/fees](https://aut.ac.nz/fees) as soon as they have been set.

## Domestic student tuition fees

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

### Undergraduate programmes

Fee (per year)	Approximately \$6,242.00 - \$7,174.00 <sup>1</sup>
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1. Part-time students pay a proportion of the fee based on the number of academic points they are studying.

## International student tuition fees

### Undergraduate programmes

Fee (per year)	Approximately \$29,670.00
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## Other fees you may have to pay:

- 2020 Compulsory Student Services Fee – \$760.00 for 120 points or \$6.33 per academic point
- 2020 Building Levy – \$76.00 for 120 points or \$0.63 per academic point
- Additional fees for course materials or elective papers (check with your faculty if there are additional fees for your programme)

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

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

## Free fees for your university study

Eligible domestic students starting tertiary education receive one year of full-time study fees-free<sup>1</sup>.

To check if you're eligible for fees-free study in 2021 visit [aut.ac.nz/fees](https://aut.ac.nz/fees)

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

## Scholarships and awards

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

To find out more call **+64 9 921 9837** or visit [aut.ac.nz/scholarships](https://aut.ac.nz/scholarships)

## Support for scholarship students

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

## Student loans and allowances<sup>1</sup>

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

To find out more call **0800 88 99 00** or visit [studylink.govt.nz](https://studylink.govt.nz)

1. For domestic students only

## Help with planning and budgeting

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

## StudyLink website

Visit [studylink.govt.nz](https://studylink.govt.nz) for tools, tips and information to help you plan and understand the costs you will have while studying.



# Find out more

## AUT Open Day

Our Open Day at the City Campus will showcase everything AUT has to offer to help you make an educated decision about university study. To find out more visit [aut.ac.nz/live](https://aut.ac.nz/live)

## Visit our website

For the latest information on AUT programmes and to keep up-to-date with what's happening at AUT visit [aut.ac.nz](https://aut.ac.nz)

## Contact us online

If you have any questions about studying at AUT, you can contact us at [aut.ac.nz/enquire](https://aut.ac.nz/enquire)

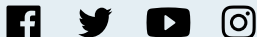
## Secondary schools

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

## Connect with us

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

## Connect with us now:



@autuni

#autuni

## Need some guidance?

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

## Drop in and see us

### AUT Student Hub

#### City Campus

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

#### North Campus

AS building, 90 Akoranga Drive, Northcote, Auckland

#### South Campus

MB building, 640 Great South Road, Manukau, Auckland

## Take a virtual campus tour

To take a virtual tour of our campuses visit [aut.ac.nz/virtualtour](https://aut.ac.nz/virtualtour)













This booklet is printed on paper which is certified by the Forest Stewardship Council (FSC). It is manufactured using FSC Mix source pulp from well managed and legally harvested forests. The inks are 100 percent vegetable oil based and the printer is FSC certified.

# Campus map



## Key

-  AUT Student Hub
-  Café
-  Conference facility
-  Intercampus shuttle bus stop
-  Mobility parks
-  Student lounge
-  Gym
-  Library
-  Creche
-  Breastfeeding and baby change room

## City Campus

55 Wellesley Street East  
Auckland Central







**0800 AUT AUT (0800 288 288)**

Auckland University of Technology  
Auckland, New Zealand  
[aut.ac.nz](http://aut.ac.nz)

Enquire now  
[aut.ac.nz/enquire](http://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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