

# Mass Communication

Media  
Design  
Business

CURTIN  
CREATIVE



Studies in Mass Communication produce corporate media professionals for the 21st Century. Be part of a growing employment sector in mass communication, digital media and communication.

The course offers a unique opportunity to develop knowledge and skills across a range of fields of study at the intersection of media, business, design and new communication technologies.

## Course Organisation

All students take a common first year that introduces you to key concepts in media and mass communication, the three key corporate media areas of Internet Communications, Journalism and Screen Production as well as Design and Business – all essential components of the modern media and corporate environment.

In second and third years, you will continue to build your skills and understandings in your chosen field of media, as well as one other discipline, while being given the opportunity to pursue a third discipline or broaden your studies through a range of electives.

You also have a number of option units with which to extend your studies in any of the media, design or business areas or broaden your expertise by selecting complementary units from another area or discipline.

## Award Title:

Bachelor of Arts (Mass Communication)

**Course Code:** 158699

**CRICOS code:** 018629D

**TISC Code:** CUACC

## Entry Requirements

**ATAR (TER):** 70

**Prerequisites:** None

**STAT:** E, and either V or Q

## Duration:

Three years full-time or equivalent part-time study.

**Intakes:** February and July

## Availability:

Bentley Campus

Curtin Sarawak Campus (Malaysia)

Curtin Singapore Campus



[curtincreative.curtin.edu.au](http://curtincreative.curtin.edu.au)

# All about Mass Communication

## Media Focus

You can choose to give your corporate media studies a professional focus by following a pathway through Corporate Screen Production, Internet Communications or Journalism. These draw on the experience and reputation of Curtin in these disciplines, providing an interesting, challenging and rewarding media program that will provide you with a sound basis for a career in mass communication or corporate media.

## Corporate Media Design

Students develop the skills to visually communicate to an audience through a variety of design fields including advertising, animation, graphic design, illustration, motion graphics, photography and web design. Students will be introduced to design principles and practices, and develop an understanding of their role in creative corporate communication.

## Business

Marketing and Public Relations are at the heart of corporate media, and students can choose to focus on either of these disciplines as they follow their mass communication studies in second and third year, learning how to apply their media skills in a business environment.

## Preparing you for the world

All the disciplines have a strong connection with the real world and feature opportunities for you to apply practical skills and understandings. Students from different areas of study are encouraged to work together as you progress through the program on projects that reflect the nature of the evolving media, mass communication and creative industries and how they interact with the corporate and business communities.

The unique combination of media, design and business means that Mass Communication graduates are ideally equipped to pursue a range of careers as professional communicators in either the media or business.

## International Students

International students studying in Australia on a student visa can only study full-time and there are also specific entry requirements that must be met. Please refer to [www.international.curtin.edu.au](http://www.international.curtin.edu.au) or phone +61 8 9266 7331 for further information, as some information contained in this booklet may not be applicable to international students. Australian citizens and permanent residents, and international students studying outside Australia, may have the choice of full-time, part-time and external study. Information about TISC only applies to Australian residents.

## Contact

### Faculty of Humanities

Curtin University of Technology  
GPO Box U1987  
Perth Western Australia 6845

### Curtin Future Students Centre

Tel: +61 8 9266 1000  
E: [futurestudents@curtin.edu.au](mailto:futurestudents@curtin.edu.au)  
W: [humanities.curtin.edu.au](http://humanities.curtin.edu.au)

### International enquiries

Tel: +61 8 9266 7331  
Fax: +61 8 9266 2605  
E: [international@curtin.edu.au](mailto:international@curtin.edu.au)  
W: [international.curtin.edu.au](http://international.curtin.edu.au)

Information in this publication is correct at the time of printing and is valid for 2009, but may be subject to change. In particular, the University reserves the right to change the content and/or method of assessment, to change or alter tuition fees of any unit of study, to withdraw any unit of study or program which it offers, to impose limitations or enrolment in any unit or program, and/or to vary arrangements for any program. Part time and external study is only available to Australian resident students and International students studying outside Australia. Full details of units and course structure can be obtained by contacting the above or electronically from: <http://handbook.curtin.edu.au>

CRICOS Provider Code 00301J (WA), 02637B (NSW)

## Core Units

A number of essential media and communication units are taken through the three years of the program, with three being taken as part of the common first year.

Year One Units	Credits
<b>Semester 1</b>	
Culture to Culture 102 (Core)	25
Engaging Media 104 (Core)	25
Journalism Introduction to Print 111 OR Journalism Introduction to Broadcast 112	25
Screen Practice 111	25
<b>Semester 2</b>	
Making Meanings 103 (Core)	25
Web Communications 101	25
Design Practice 172	25
Marketing 100 OR Public Relations (Principles) 201	25
<b>TOTAL</b>	<b>200</b>



Gene Eaton

## Curtinovation

Curtin aspires to be a leading edge university of technology. To fulfil this vision, we strive to be innovative and forward-looking in everything we do. It's in our approach to teaching and learning. It's in our research. It's in our staff, our students and our graduates. It's in the way we think and act. It's what we call Curtinovation.