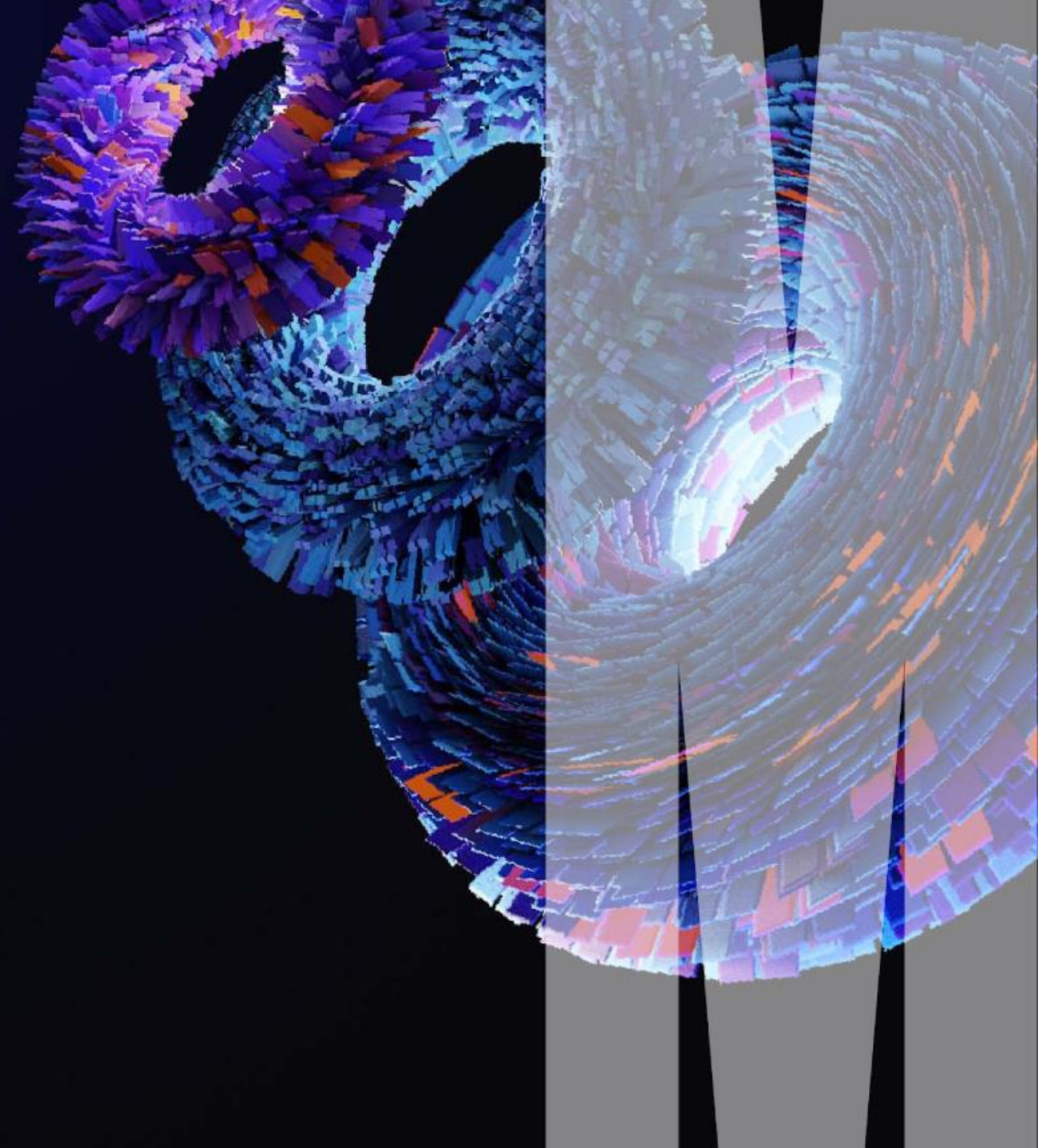
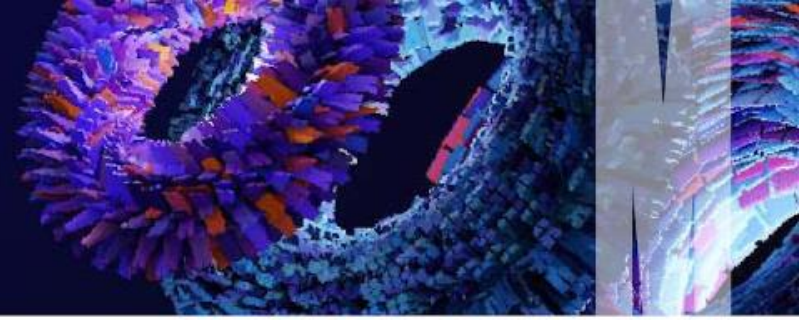


Your Future in Media - The Bachelor of Media Communication

**PRESENTED BY:
Dr Claire Perkins**



WHAT IS THE BMC?



The Bachelor of Media Communication (BMC) is a specialist degree in the School of Media, Film and Journalism.

It responds to an increasing demand for graduates with a deep understanding of the role of media in contemporary social, cultural and economic life.

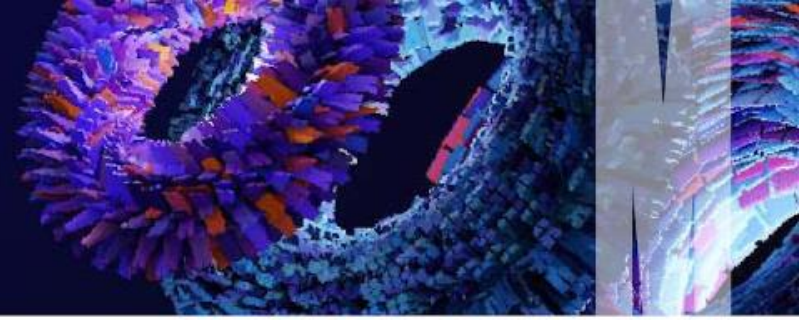


KEY POINTS ABOUT THE COURSE

- We offer you a mix of specialist media communication knowledge and professional skills
- You can specialise in your chosen area from day one
- It leads to a range of professional positions within media and communications
- Staff are leaders in their field and have strong links with the creative and cultural sectors
- You will learn cutting-edge theory and be given opportunities to experiment with new media technologies and practices in our media labs
- Guided by an Industry Advisory Board including senior media industry professionals

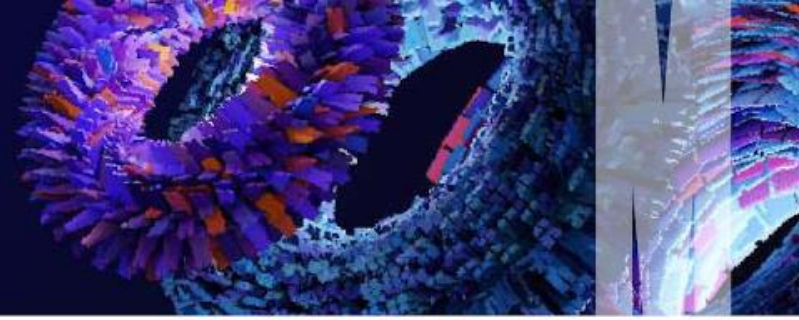


FOUR SPECIALISATION CHOICES



- Journalism
- Media
- Public relations
- Screen

WHAT YOU WILL LEARN



Strategic knowledge

Understand media communication on a local & global level; the impacts; the power; the future of.

Practical & professional skills

Link knowledge & media practice in professional contexts & understanding ethical & legal aspects.

Collaboration & leadership skills

Work in teams, in knowledge communities, in media communication professional settings.

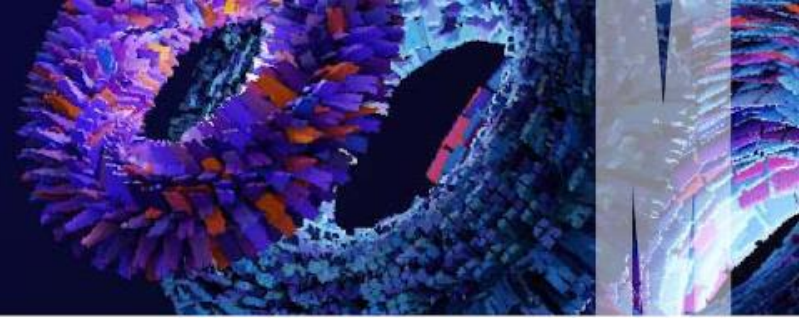


CORE STUDY REQUIREMENTS

- Media challenges
- Communicating in the digital era
- Media practice labs:
 - Audio Lab, Video Lab, Writing Lab (Year 2);
 - Media Entrepreneurship Lab, Media Analytics Lab, Media Professions Lab (Year 3).
- Professional project or internship



COURSE STRUCTURE

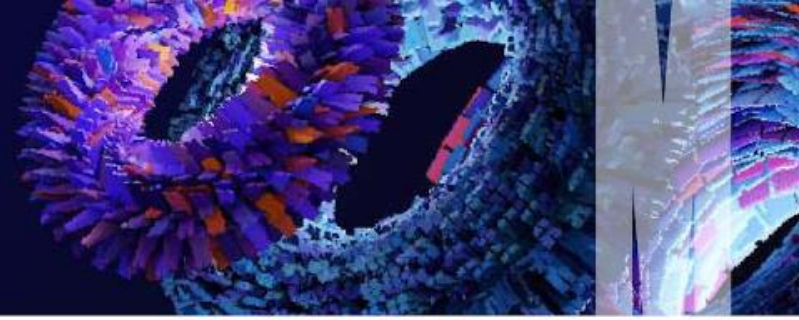


What your *Bachelor of Media Communication* degree might look like:

YEAR 1	SEMESTER 1	MEDIA CHALLENGES	SPECIALISATION 1	SPECIALISATION 2	ELECTIVE
	SEMESTER 2	COMMUNICATING IN THE DIGITAL ERA	SPECIALISATION 1	SPECIALISATION 2	ELECTIVE
YEAR 2	SEMESTER 1	MEDIA PRACTICE LAB	SPECIALISATION	ELECTIVE	ELECTIVE
	SEMESTER 2	MEDIA PRACTICE LAB	SPECIALISATION	ELECTIVE	ELECTIVE
YEAR 3	SEMESTER 1	SPECIALISATION	SPECIALISATION	SPECIALISATION	ELECTIVE
	SEMESTER 2	INDUSTRY INTERNSHIP OR MEDIA PRACTICE LAB		ELECTIVE	ELECTIVE

CORE UNITS
 SPECIALISATION
 FREE ELECTIVES

HOW WE TEACH



- **Lectures**
- **Tutorials/Workshops (every week, 2 hours)**
- **Online Lessons; Practical skills modules**
- Forums
- Readings; Vocabulary
- Screenings
- Special Events
- **MOODLE (Learning Management System)**

PROFESSIONAL PROJECT OR INTERNSHIP



- Use your theoretical knowledge in the workplace and gain valuable employability skills
- Make connections & develop your network
- Build up your CV
- Clarify your career direction

“Work experience is the #1 way to boost employability according to employers.”

WHERE OUR STUDENTS HAVE INTERNED

- ABC BENDIGO
- ABC MELBOURNE
- ABC RADIO NATIONAL
- BLOOMBERG ASIA
- CANBERRA TIMES
- CHANNEL 7
- CHANNEL 9
- CHANNEL 31
- CITY OF MELBOURNE
- CLEO MAGAZINE
- HERALD SUN
- JAKARTA GLOBE
- PHNOM PENH POST
- SBS TV
- SBS RADIO
- SEN 116
- SKY NEWS
- SLATE
- STAR NEWS GROUP
- THE ADVERTISER
- THE AGE
- THE CONVERSATION
- THE COURIER
- THE CROATIAN HERALD
- THE NEW DAILY
- THE URBAN LIST



“The contacts I made during my work placement unit helped me to find the company I work for now.”
James Wong, Arts graduate, Production Editor at CarExpert.com.au



BMC SPECIAL MEDIA EVENTS

Industry engagement opportunities through regular media events

- Social Media, sustainability & fashion
- Global communication management in the time of COVID-19
- Digital journalism & the international newsroom
- Climate communications
- Impact producing in the digital era

SCHOOL OF MEDIA, FILM & JOURNALISM ONLINE SEMINAR

REPORTING FROM AMERICA (VIA BRITAIN AND AUSTRALIA)...

PROFESSIONAL PERSPECTIVES FROM AN AUSTRALIAN JOURNALIST
BASED IN NEW YORK

PRESENTED BY THE BACHELOR OF MEDIA COMMUNICATION

In this seminar, award-winning journalist Benedict Brook discusses why a popular Australian online news site has a reporter based in New York and explains what it is like to be reporting for an Australian audience from the other side of the world.

Along the way Benedict proffers valuable insights as he recounts his own professional journey that has taken him from a English and Media degree in the UK to reporting from New York (via Sydney) across a career that has spanned corporate communication and media relations, LGBTQI journalism, mainstream radio and television appearances, to his current role as a senior reporter for news.com.au.

This seminar will be hosted by BMC's practice academic Billy Head.



Benedict Brook is the award-winning US correspondent for news.com.au writing on subjects including politics, international relations, business and the environment. Graduating from the University of Sussex, his journalism career spans more than 20 years. With stints in corporate communications at Woolworths and Sydney Mardi Gras, Benedict joined Sydney LGBTI publication the *Star Observer* before joining news.com.au in 2015 where he played a leading role in the publication's coverage of the same sex marriage plebiscite. He has been a regular guest on Channel 10's Studio 10, won a Kennedy Award for his reporting on the environment, and has twice been nominated at the ACON Honour Awards for his mainstream press work on issues affecting the LGBTI community.

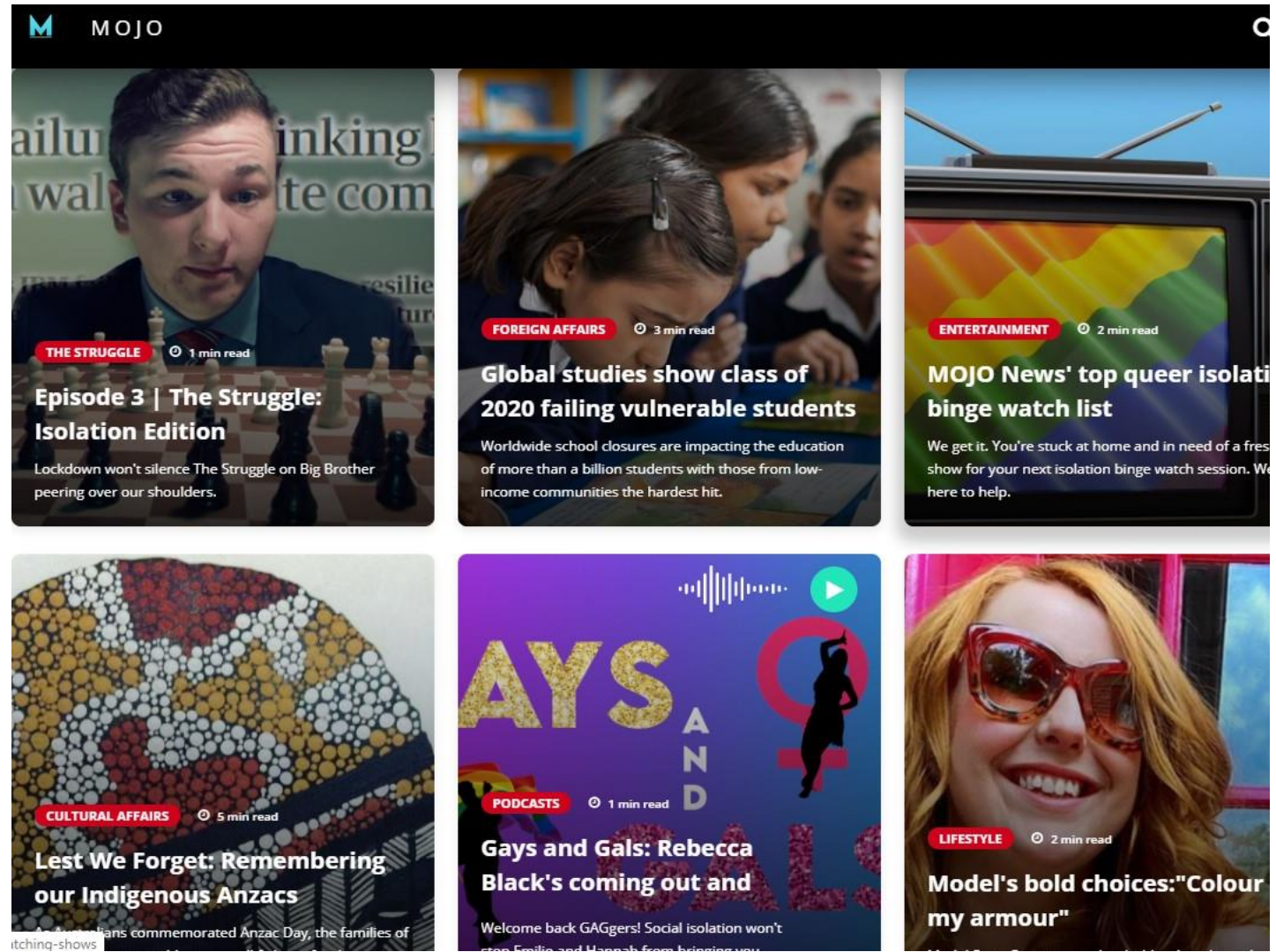
MONASH MEDIA LAB

- Multi-million dollar facility
- Industry standard equipment
- TV and radio studios, newsroom, editing suites, computer labs, data lab



MOJO NEWS

- Independent news
- Professionally edited
- Run by journalism students
- A showcase for student work
- Award winning



SKILLS & RESOURCES YOU WILL GRADUATE WITH

- A portfolio or work
- Current & high level media literacy
- Professional standard technical skills
- Adaptability to many media systems & content styles
- Ability for global perspectives
- Professional skills

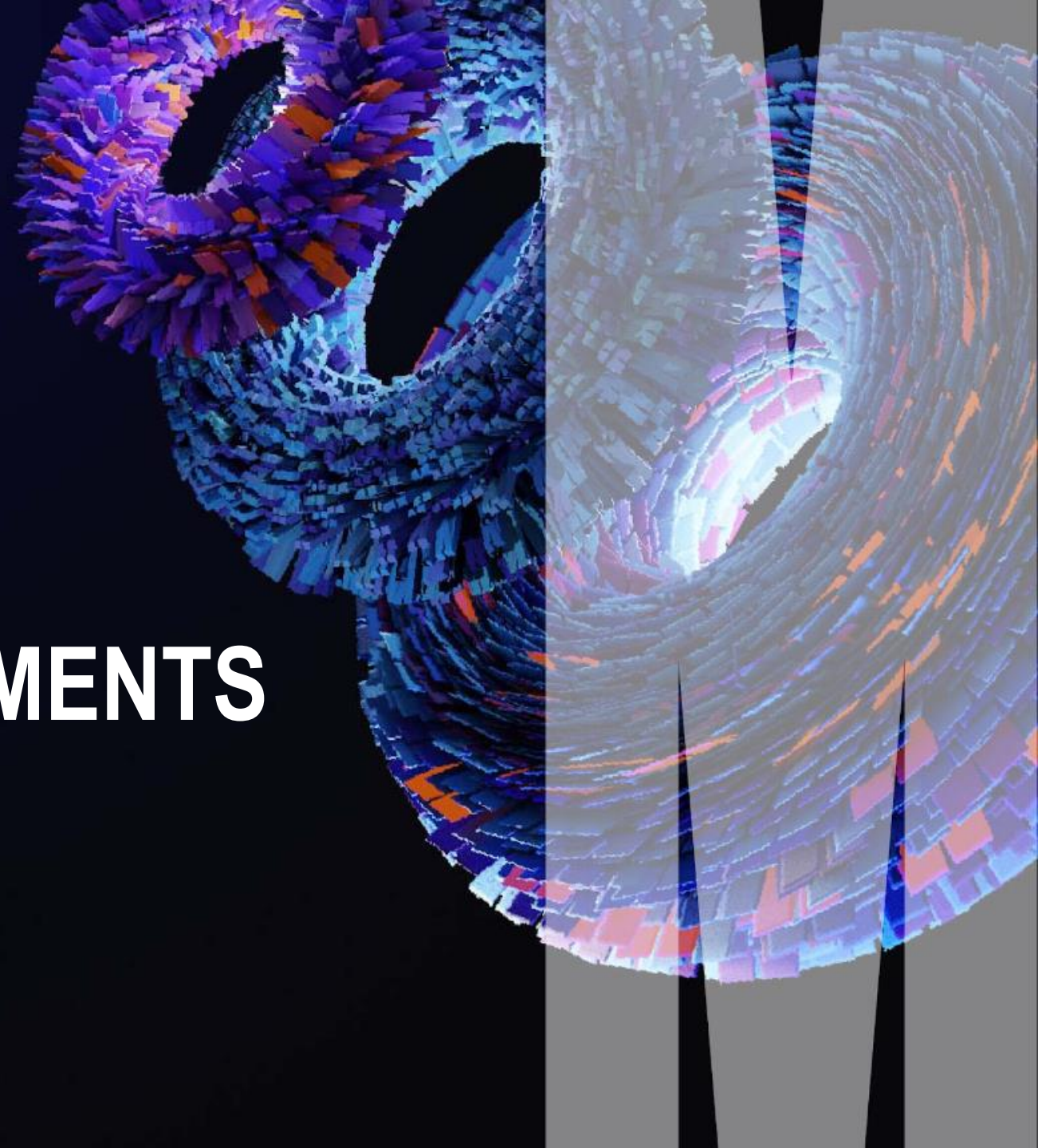


CAREER OPTIONS

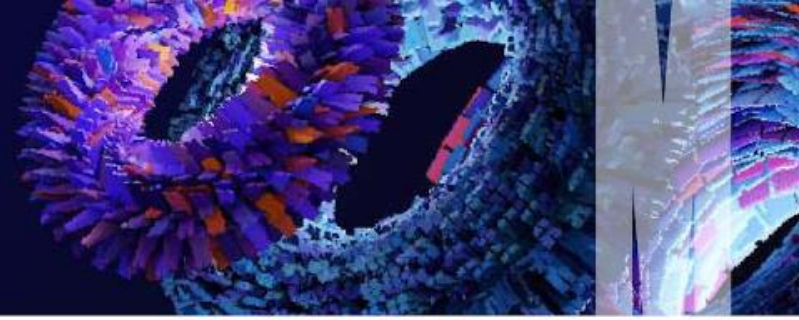
- Social media
- Television
- Radio
- Journalism
- Public relations
- Media
- Communications
- Film
- Screen
- Publishing
- Events
- Marketing
- Advertising
- And so much more!



DEGREE OPTIONS & ADMISSION REQUIREMENTS



ADMISSION REQUIREMENTS



Caulfield | 3 Years FT, 6 Years PT

ATAR: 72.35

English (25) or EAL (27)

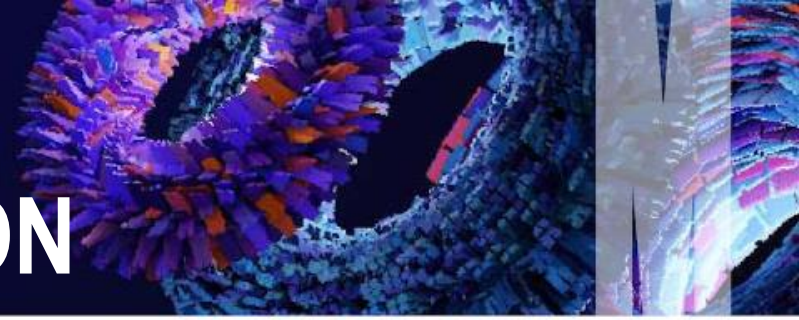
IB: 25.50

English SL (4) or English HL (3) or English B SL (5)
or English B HL (4)*

**see page 35 for full list of English subjects*



DOUBLE DEGREES WITH BACHELOR OF MEDIA COMMUNICATION

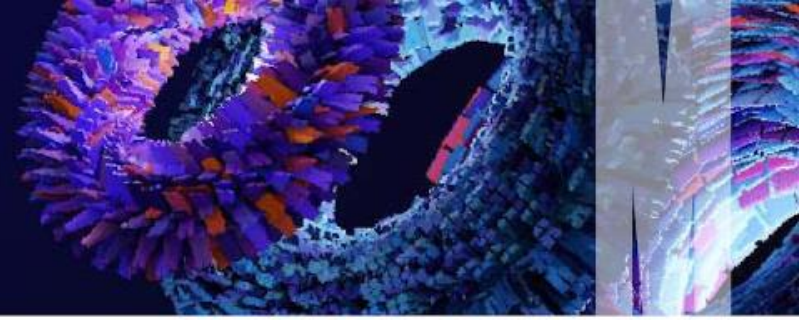


Double the degree. Double the experience. Double the future careers.

- Bachelor of Arts | four years | ATAR 75.00 *NEW*
- Bachelor of Art History & Curating | four years | ATAR 72.00
- Bachelor of Business | four years | ATAR 76.00 + Yr12 mathematics
- Bachelor of Design | four years | ATAR 73.00
- Bachelor of Fine Art | four years | ATAR 80.00 + Folio
- Bachelor of Marketing | four years | ATAR 77.55 + Yr12 mathematics

English language requirements must be met

BACHELOR + MASTER'S PROGRAM



Realise your ambitions by graduating with a bachelor's and a master's degree in only four years.

- Gives you an edge in a competitive marketplace
- Equips you to become a change leader in an area of interest
- Sharpens your skills & knowledge in a chosen field
- We offer the most extensive bachelor + master's program in Australia
- You will be more employable with two degrees and specialist knowledge
- Save time and save on fees.



GRADUATE COURSEWORK OFFERINGS

Taking it to the next level

CAREER FOCUSSED COURSEWORK PROGRAMS

- Applied Linguistics
- Bioethics
- Communications and Media Studies
- Cultural and Creative Industries
- International Development Practice
- International Relations
- International Sustainable Tourism Management
- Interpreting and Translation Studies
- Journalism
- Public Policy
- Strategic Communications Management
- International Relations and Journalism (double)

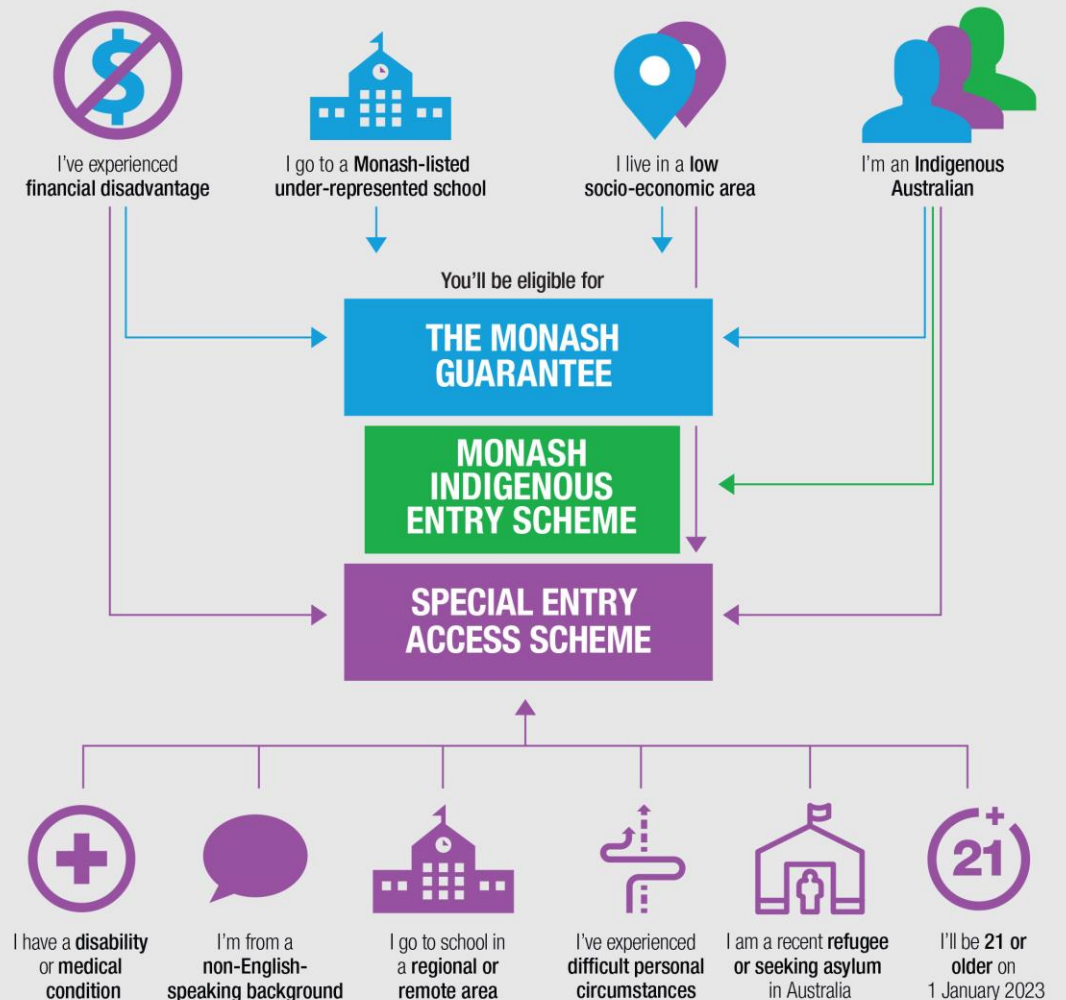
MONASH GUARANTEE

You could be eligible for the Monash Guarantee if you:

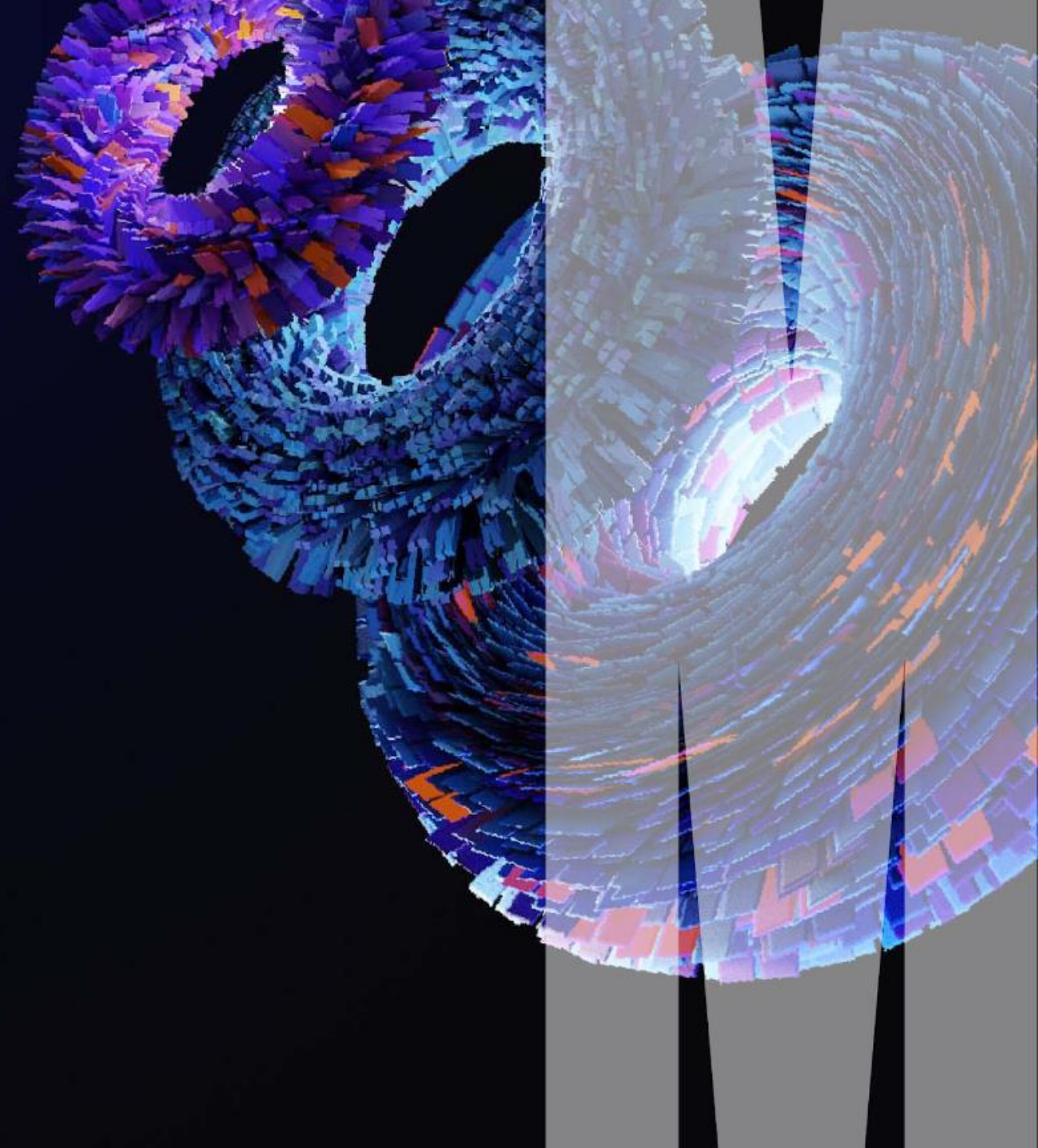
- have experienced financial disadvantage
- live in a low socio-economic area
- are an Indigenous Australian
- attend a Monash identified under-represented school.

For more information:

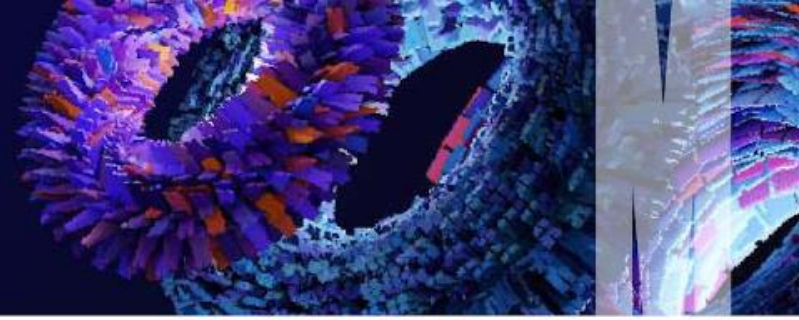
<https://www.monash.edu/study/how-to-apply/entry-schemes/the-monash-guarantee>



GOING BEYOND THE CLASSROOM



STUDY ABROAD OPPORTUNITIES



Monash Arts offers more overseas study options and financial support than any other Australian university

- Study tours
- Field trips
- Semester exchange
- Intensive language programs
- Semester in Prato, Italy
- Global Immersion Guarantee (GIG)

GLOBAL IMMERSION GUARANTEE (GIG)

Exploring the interrelationship between sustainability, technology & society

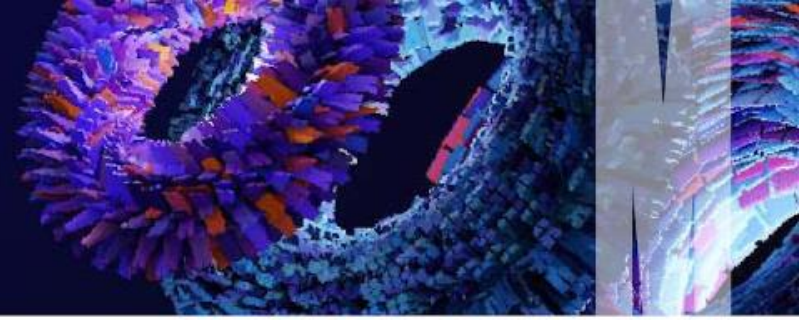
- **Two-week funded study trip** abroad to one of seven countries - Italy, Malaysia, Indonesia, India, Fiji, Samoa or Vanuatu.
- **What's covered:** Airfares, Travel insurance, Accommodation, In-country travel costs, Visa. Not included: food and personal purchases.
- Arts **12 credit point** unit (2 units)
- **This is not a holiday!** Complete all pre-departure, in-country and post-immersion assessments to pass the unit.
- **When:** November to February (4 blocks available), end of first year only



APPLICATION PROCESS

- **Apply via VTAC (www.vtac.edu.au)**
- Semester 1, 2024: Opens 31 July (9am)

UPCOMING EVENTS



Join us on Open Day 2023

Caulfield Campus

Saturday 5 August, 12pm - 4pm

Clayton campus

Sunday 6 August, 10am - 4pm

monash.edu/open-day

STAY CONNECTED ON SOCIAL!



@mfjmonash



@MonashArts



@mfjmonash

We constantly share student, alumni and academic stories to make sure that you're connected with all the amazing research, events, opportunities and success stories occurring throughout Monash Arts.

REAL STUDENTS, REAL STORIES