Your Future in Media - The Bachelor of Media Communication

PRESENTED BY:
Dr Claire Perkins
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:

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<th>YEAR</th>
<th>SEMESTER 1</th>
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<td>MEDIA CHALLENGES</td>
<td>COMMUNICATING IN THE DIGITAL ERA</td>
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<td>INDUSTRY INTERNSHIP OR MEDIA PRACTICE LAB</td>
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**Legend:**
- **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
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
MONASH MEDIA LAB

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