



University of
South Australia

Communication, International Studies and Languages 2015





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2014 Events

> Open Day 2014

City West Campus: Sunday 17 August, North Terrace, Adelaide
✦ unisa.edu.au/openday

> Program Information Sessions 2014

Magill @ Twilight, Wednesday 27 August, Magill Campus

For more information and to register visit
✦ unisa.edu.au/infosessions

Welcome

The University of South Australia is a young institution with an agile, innovative approach to educating tomorrow's professionals and solving today's challenges. As a university of enterprise, our efforts are focused on providing economic and social benefits to the nation and the world.

Formed in 1991 but built on more than 150 years of creating and applying knowledge, the University has quickly established a global reputation for the quality and creativity of its graduates and the innovative, outcomes-focused relevance of its research.

Our reputation for excellence continues to grow. The University of South Australia is Australia's youngest university to be ranked in Times Higher Education's top 50 of world universities under 50 years old. We're also ranked in the top 3 per cent of the world's highest performing institutions in the QS university rankings, one of only three Australian universities under the age of 25 to feature in that world's best list. The University's research was also rated at world-standard, or above in the second Excellence in Research Australia (ERA) assessment.

With almost 34,000 students in 2013, we are South Australia's biggest university. We offer more than 400 degree programs in business, education, arts, social sciences, health sciences, information technology, engineering and the environment. Programs are designed with strong professional emphasis and in partnership with industry, and our graduate employment rates are above the national average.

At the University of South Australia, you will discover a vibrant on-campus culture and join an active and diverse student population. This blend enriches the intellectual and social life of our academic community, providing both an enhanced student experience as well as the ideal teaching and learning environment for cultivating tomorrow's leaders and innovators.

I hope that you will consider joining us and I look forward to seeing you on campus soon.

Professor David G. Lloyd
Vice Chancellor and President

Welcome to Australia's university of enterprise

Enterprise education incorporates the latest research, work placements, experiential learning and industry links. Our graduates are tomorrow's leaders and innovators.

New learning centre

The Jeffrey Smart Building is our brand new learning and information hub on Hindley Street. Delivering state-of-the-art teaching and learning facilities and support, this building will transform the west end of the city and enhance the community with a vibrant student population.



The IDEAS university

Our spirit of enterprise begins with nurturing ideas. From concept, to development and into reality we are behind bringing ideas to life through new industry partnerships and engaged research.

Examples include:

- **Global IT partnership** – teaming with Global IT giant Hewlett Packard, in a first for any Australian university, to open a new HP Innovation and Collaboration Centre.
- **Hills Limited innovation partnership** – a new partnership with the State Government and Flinders University set to put South Australia at the forefront of innovative product design and technology expertise for a wide range of industries.
- **Sci|C|Ed** – plans to launch Australia's newest interactive public science space and inspiring young people to study Science, Technology, Engineering and Mathematics (STEM).
- **Honorary Doctorates** – awarding an Honorary Doctorate to **Major General Charles Bolden Jr**, administrator of the National Aeronautics and Space Administration (NASA) and inspirational champion for education equity and access. We have also acknowledged winemaker and business leader **Wolf Blass AM** and leading feminist, editor and publisher **Anne Summers**.

The **CONNECTED** university

Our connections stretch across the world, through our city and into our student community.

- > **Our world** – a worldwide network of 177,000 alumni supported by formal networks in Hong Kong, Singapore, Malaysia, Taiwan and the United Kingdom.
- > **Our community** – helping to build stronger local communities through the support of local community and industry groups. We also sponsor many of Adelaide's cultural highlights including: the Tour Down Under, WOMAD, the Festival of Arts, the Australian HPV Super Series and Head of the River.
- > **Our students** – we remain connected to the needs of our students through the University of South Australia Students' Association (USASA) and support their journey from start to finish with a warm welcome at orientation, modern facilities, and opportunities to create lasting memories and build lifelong friendships.

The university of enterprise

▶ unisa.edu.au/profile

The **SOLUTIONS** university

Harnessing our spirit of creativity as well as the excellence of our research we seek out innovative solutions to the challenges of the future.

Our capacity to deliver innovative and effective solutions is enhanced by:

- > **Excellent research performance** - quality research that is ranked world-class or above in the 2012 Excellence in Research Australia results. We are also amongst the world's top three per cent in the QS World University Rankings.
- > **Flagship research institutes and centres** – seven research institutes and 17 supported research centres, all supplying fundamental advances in knowledge to address the changing needs of our world.
- > **Cutting-edge research facilities** – purpose-built laboratories including industry-standard cleanrooms for cell therapy research and more.

We are also boosting our capability to provide solutions to existing and emerging health issues through a presence in the southern hemisphere's largest health and biomedical research precinct with the:

- > **School of Population Health** – co-location of an entire school in the South Australian Health and Medical Research Institute (SAHMRI) to undertake research into the health and wellbeing challenges within growing populations.
- > **Centre for Cancer Biology** – a new alliance with the Centre for Cancer Biology which will lead vital new research into leukaemia.

Keep up-to-date with our latest news at

▶ unisa.edu.au/news

91%

of our graduates going on to full-time work **are employed** in a professional occupation **within four months of completing their degree**

Graduate Destinations Survey

TOP 50 worldwide

2013 Times Higher Education (THE) 100 Under 50

2013 QS University Rankings Top 50 under 50

86%

of our research at or above world-class

The Australian Research Council's 2012 Excellence in Research for Australia (ERA)

Communication, International Studies and Languages

Offering a broad range of communication programs, with a unique focus on languages. Our graduates are industry-ready; equipped with highly-developed communication and technical skills.

Facilities at your fingertips

The University of South Australia offers students some of the best learning and teaching facilities in the state. Our state-of-the-art, industry-standard facilities include:

Television Studio

The Television Studio is a multifunctional and flexible space with three high definition cameras, a chroma-key green screen (which features virtual sets) and an extensive range of fluorescent and selecon lighting.



Find out more online...

For more information on communication, international studies or languages at the University of South Australia including entry pathways, student case studies and more visit:

🖱️ unisa.edu.au/communication-nternational-studies-languages



Multimedia Languages Facility

Student learning is supported through a cutting-edge Multimedia Languages Facility with dedicated hardware and software for language learning and teaching. Students can personalise their language learning experience in an interactive environment designed to immerse learners in the language and culture they are studying.

Radio Studio

The Radio Studio comprises state-of-the-art radio broadcasting equipment and online broadcasting capabilities that emulate many of the commercial and community broadcasters across the globe.

Students will gain first-hand experience working in an industry-standard radio studio and the opportunity to volunteer their time with the University's UniCast Radio Station, a 24-hour internet streaming radio station. Listen to UniCast on UniCast.com.au

Sound Studio

Modelled on the famous Abbey Road Studios, the Sound Studio space incorporates an isolation room, live room and control room into a multi-use space suitable for specialist music, multimedia and film post-production. The Studio is equipped with 'ProTools', a professional audio mastering software, and is capable of recording live music, multi-tracking, digital audio mastering, and recording voice overs, dialogue and foley tracks for film productions. With custom-built acoustic panelling, maximum sound quality is achieved, allowing for a truly inspirational learning environment.



Experience the world around you

We never put a limit on the learning we provide for our students. Some of the best life learning occurs outside the traditional realms and happens in the world around us. The University of South Australia's unique Hawke Ambassador International Volunteer Experience Program takes you out of the classroom and into the world.

The program differs from traditional international exchange or study abroad programs. Students are based within an international non-government organisation (NGO), usually in an overseas location, and work as a volunteer, rather than undertake formal study at an overseas university. The University of South Australia offers a range of scholarships for students undertaking the program.

You can make a positive difference not only to your life and career prospects, but to the lives of others, while also earning credit towards your degree.



TV studio with one of the
LARGEST
green screens
in South Australia





THE ONLY
Journalism degree
in South Australia



FLEXIBLE ARTS DEGREE
to suit your career interests

Bachelor of Arts



SATAC code:	444341 or see specialisation
Program code:	MBAA
ATAR (Feb 2014 cut-off):	new program
UniSA preferred score (guaranteed entry):	70
TAFE minimum entry:	CERT IV
Prerequisites:	None
Assumed knowledge:	None

International students

CRICOS code:	See specialisation
Program fees:	A\$22,600 per annum

Key features

- › Participate in the University's Hawke Ambassador Volunteer Program, a unique program where students work with a non-government organisation overseas.
- › Students study a double major, further broadening their career prospects.

Overview

The University of South Australia's new Bachelor of Arts (BA) degree allows you to study a double major – giving you the opportunity to pursue two areas of academic interest and enhance your career options at the same time.

It differs from other BA degrees offered in South Australia by allowing you to build concentrated foundations of knowledge in two distinct (but potentially complementary) areas of expertise, with valuable applications in contemporary workplaces. Students have the opportunity to earn a double major in what is arguably the most discipline-diverse faculty in South Australia and includes access to an extraordinary array of educators, physical and technological resources and professional options. The structure of the new degree also provides avenues to undertake a minor sequence within the University and, in addition, you will graduate with writing, presentation, digital, communication, research and problem-solving skills that are highly regarded by prospective employers.

You can apply directly to one of the seven majors offered in the Bachelor of Arts – English and Creative Writing; History and Cultural Studies; International Relations; Languages; Linguistics; Performing Arts; Sociology (see following pages) – or you can apply to the Bachelor of Arts with no specialisation and select your first major upon entry. Regardless of which application pathway you choose, you will have until the end of your first year to nominate your second major.

Once you have embarked on your BA studies you will discover the advantages of a degree that allows you tremendous flexibility within the first year to change your options and direction.

The BA is a pathway into postgraduate study. One noteworthy advantage is that the BA is a pathway into the Master of Teaching degree and thereafter to teach at the primary, middle or secondary levels in Australia and overseas.

Who will employ me?

Employers value the high-level skills acquired through studying the double-major BA and the opportunities it provides for both independent and team problem-solving, in addition to your specific academic knowledge.

Arts graduates work in fields such as publishing, creative industries, government and diplomacy, media, education, the arts and arts management, community and social services, policy and research.

You will graduate with the skills to enable you to find challenging and fulfilling employment where you will be rewarded for your sector-specific knowledge and your high-level written, oral and digital presentation skills.

Honours

Based on academic merit and quota, following your degree you may have the option of undertaking a one-year Honours program in the Bachelor of Arts (Honours). Honours is an intensive year of advanced study that develops your abilities in academic research, and allows you to undertake research in a topic that interests you. Other selection criteria may apply.

[More information and specialisations available on pages 10-11.](#)

Key

M Magill Campus	1 Full-time program duration in years	PT Part-time study available	EX External study available	PX Partial external study available	P Alternative entry pathways available
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Tutu Gbala - student, Bachelor of Media Arts

Bachelor of Arts (Specialisation)

What will I study?

The seven specialisations offered within the Bachelor of Arts degree are as follows.

English and Creative Writing

SATAC code: 444351
CRICOS code: 081799C

Discover the beauty and mystery of the English language, studying historical and contemporary fiction, non-fiction, poetry, autobiographies, essays and plays. As you begin to create your own great classics, you will also learn how different oral and written texts have impacted on cultures around the world.

Your knowledge of literature will support your development as an effective reader, writer, researcher, speaker, communications adviser or artistic performer. The analytic, creative and writing skills you develop will support you throughout your chosen career.

Who will employ me?

Graduates from this specialisation are equipped for careers as practitioners within the creative industries, advertising, and publishing fields as authors, editors and researchers. Their professional communication skills may also lead to employment in fields such as document design, electronic publishing, marketing, media, administration, law, public relations and research. Graduates may also pursue self-employment and freelance writing opportunities.

This major also presents an important pathway into postgraduate study, particularly within education, providing qualifications to pursue a Master of Teaching and teach English at the primary, middle or secondary levels, in Australia and overseas.

History and Cultural Studies

SATAC code: 444361
CRICOS code: 081800C

This innovative major is based on the premise that it is impossible to understand the present without knowing what has happened in the past. With a particular focus on the period from the late 17th century to the present day, this integrated major enables you to analyse contemporary society and culture through the lens of history. You will explore how historical figures, issues and events have influenced present-day thought and culture, and gain an appreciation of the diverse economic, social and cultural legacies affecting the modern world.

This History and Cultural Studies major can be complemented with any other major from the BA degree, including Sociology and International Relations.

Who will employ me?

This major can lead to a career in project management or research in the public service sector, all tiers of government and private organisations. Many students with history majors pursue further study to enable them to teach history-related subjects at primary, middle, or secondary levels, in Australia and overseas.

It also provides a solid foundation for exploring these ideas in independent research projects as part of postgraduate study, especially in cultural studies in which UniSA has an outstanding international reputation.

International Relations

SATAC code: 444371
CRICOS code: 081801C

The International Relations major builds an understanding of global issues of politics, economics, conflict resolution, social development, security and environmental protection through exploring Australia's relationships with Asia and the implications of 'the Asian century'. You will graduate with the skills and knowledge for a career in political, economic, health, development and socio-cultural environments.

Students are given the rare opportunity to integrate practical offshore learning through the Hawke Ambassador International Volunteer Experience program or an International Student Exchange.

Who will employ me?

This highly regarded major can lead to further study or provide entry into government, business and development positions where your knowledge of international affairs, politics and social development will be highly valued. Other employment opportunities may be found within aid organisations, research and education institutions, and in the communications and media sector.

Languages

SATAC code: 444381
CRICOS code: 081802F

Students and employers are increasingly recognising the value of a second language in building opportunities for business and career development.

The Languages major enables you to embark on an in-depth study of French, Italian or Japanese, or English (as an Additional Language). You may enhance your skills by spending time surrounded by the language and culture through international exchange opportunities.

Who will employ me?

Employers in a range of professions and industry sectors are rewarding graduates with knowledge of other languages and understanding of intercultural relationships with job opportunities in Australia and overseas.

Education providers, professional services firms and not-for-profit organisations are among those with headquarters, alliances and networks in international markets.

Students who choose to pursue further study in this field find fulfilling academic and policy careers. Combining your undergraduate studies in languages with a Master of Teaching will enable you to teach your chosen language at primary, middle, and secondary levels.

Linguistics

SATAC code: 444391
CRICOS code: 081803E

Language is humanity's greatest accomplishment and languages shape the contemporary world. As a student in the Linguistics major you will learn how language works and how to use language effectively in a world of linguistic and cultural diversity. You will learn how human languages and cultures shape communication in the contemporary world, how language is structured and how it develops and influences people's social and professional relationships and identities. Under the guidance of world-class researchers, you will discover the importance of language for yourself.

The major complements the other areas in the BA and will prepare you to apply your studies to fields such as communications and media, health, diplomacy, public administration and trade.

Who will employ me?

Your knowledge of language structure and use, combined with strong analytical and research skills, can lead to further study or a career in such diverse fields as print and online publishing, public service and administration and, with additional qualifications, teaching, speech pathology, translating and interpreting, research and consultancy.

Performing Arts

SATAC code: 444401
CRICOS code: 081804D

The Performing Arts major will give you the opportunity to develop your own creative practice in a collaborative environment guided by industry practitioners and guest artists. The major blends the practice-driven disciplines of drama and music through performance practice and applied theory. You will be creating live productions and producing media using the latest digital technologies and production facilities. Your acquired knowledge and experience will provide the background and creative body of work to enable you confidently to seek and fill highly sought-after positions in performance, management or production.

Practical elements include live performance, music performance and digital performance. These subject areas include drama, scriptwriting, new media, composition, curation and production of soundscapes and music, cabaret, and musical theatre. Placement opportunities are available within the performing arts industries.

You will participate in live productions, have your performances reviewed by highly regarded artists and professionals, and graduate with a portfolio that includes a media kit and creative work of professional standard.

Who will employ me?

Graduates of this major can work as performers, administrators, managers, designers, technicians or content creators within a wide variety of artistic genres, in platforms and on stages ranging from theatre to festivals, scriptwriting to digital media content. Many graduates choose to pursue postgraduate studies in the Master of Teaching, opening doors to teach drama and performing arts.

Sociology

SATAC code:
CRICOS code:

444411
081805C

Sociologists undertake analysis of contemporary social life, analysing the directions of social change and addressing social problems. This major inducts students in to a globally recognised social science discipline by engaging with a wide range of topics. These include consumption, ethnicity, family, gender, globalisation, international migration, popular culture, social movements, social theory and social research.

Who will employ me?

Sociology graduates find work as graduate trainees in the public service sector and multinational firms as market researchers, media producers, policy developers and analysts, public relations officers and youth workers. The Sociology major as part of the Bachelor of Arts, is also a pathway for further learning in sociology as well as cognate areas, including postgraduate study in education, social work, social policy and urban planning.

Program schedule

Students complete 108 units of study comprising 9 units of core courses, 36 units of specialisation (major), 36 units of a second major, 18 units of minor, and 9 units of electives.

Core Courses

Ideas Innovation and Communication
Intercultural Communication

English and Creative Writing

English and Creative Writing: An Introduction
Writing and Text Workshop
Shakespeare Past and Present OR
Writing and Reading Short Fiction
The Power of Story OR
Writing and Reading Poetry
The Writer's World
World Literatures and English
Literary and Creative Writing Practice

History and Cultural Studies

Telling Culture and Historiography
World History Trends and Transformations
Everyday Cultures Now and Then OR
Australia in the Asian Century
United States History and Contending Cultural
Identities OR Communication, Culture and
Indigenous Australians
Historicising Place and Meaning
Researching Culture and Historiography
A History of Ideas
Power and Resistance: 1900 to Present

International Relations

Introduction to International Relations
International Relations Theory
Energy, Security and Environmental Politics in Asia
OR Regional Integration
Australia in the Asian Century OR International
Political Economy and Human Development
Global Power in the Asian Century
Peace, Justice and Reconciliation
Contemporary Security Issues
International Relations Research Project

Languages

6 courses from the following languages:
Italian Studies
French Studies
Japanese Studies
English as an Additional Language
One 9 unit course from the following:
European Languages In-Country
Asian Languages In-Country
Advanced Languages Studies: Translation and
Research

Linguistics

Introduction to Language and Communication
Language and Culture
Language, Discourse and the Media OR
Language, Identity and Society
Multilingualism and 'super diversity' OR
Language, Communication and the Professions
The Structure of Language
Language Acquisition
Language Variation and Diversity
Language and Power

Performing Arts

Stage Performance
Music Performance
Dramatic Writing for Theatre and Film OR
Cabaret: Context and Practice
Digital Performance OR
Music Genres
Live Performance Production
Musical Theatre
Industry and Practice
Internship or Project

Sociology

The Social World
Sociological Perspectives
Sociology of Migration OR
Global Society and Movements
Sociology and Policy OR
Sociology of Popular Culture
Contemporary Sociological Debates
Sociology of Gender and Intimacy
Internship or Project
Social Research Methods

Bachelor of Communication and Media



SATAC code:	444421
Program code:	MBCD
ATAR (Feb 2014 cut-off):	new program
UniSA preferred score (guaranteed entry):	70
TAFE minimum entry:	CERT IV
Prerequisites:	None
Assumed knowledge:	None

International students

CRICOS code:	O81881B
Program fees:	A\$22,600 per annum

Key features

- ▶ Students undertake an industry placement in their final year, providing an opportunity for networking and possible employment.
- ▶ Learn the craft of effective communication through practical writing exercises including writing communication strategies encompassing emerging digital and social media technologies.

Overview

As a Communication and Media graduate you will be able to adapt your personal communication style to create and develop the many and varied forms of communication required in 21st century society. As the information we disseminate and access each day increases, experienced and skilled communicators are invaluable to business, filling critical roles in producing and managing communication in different situations. Organisations need professionals to communicate effectively and efficiently, with the skills and confidence to use a range of media platforms and the capacity to engage audiences.

A focus on writing for different media prepares graduates for roles in the public sector, business, the community, and not-for-profit sector. With an understanding of how to plan and deliver effective communication, graduates are able to create and communicate a range of messages.

Close links with major government, business and not-for-profit agencies create potential professional networks, enhancing your employability, and providing opportunities for an industry placement in your final year.

While developing applied communication skills, students evaluate the broader role of communication and media in contemporary society, analyse the social effects and consequences and understand the demands of professional practice.

What will I study?

You will develop core knowledge of communication and communication practices, with critical analytical, research and problem solving skills.

Learning is further developed in the degree's professional concentration courses which focus on specialised knowledge of writing, editing and the preparation and presentation of communication messages. These courses are designed to develop highly desirable workplace skills including the ability to write and present at a professional standard, to analyse complex communication problems and to work with others successfully.

The degree has a focus on communication roles in professional environments, on the broad aspects of public communication, and the development of communication as a strategic practice, and is supported by courses which develop understanding of communication and media research, media law, ethics and emerging trends. Students will also develop an understanding of international and intercultural contexts in the global communication industry.

Opportunities for hands-on learning and international exchange are designed to enhance classroom learning by providing practical experience to develop both confidence and competence.

Who will employ me?

Graduates of the degree can be employed as public relations and communication officers, integrated communication officers, producers and administrators in the media industries, community engagement managers, and in an increasing range of roles requiring digital media knowledge, from social media managers to website editors.

You will have the knowledge and experience to fill roles in communication teams in government agencies, public relations and advertising agencies, major corporations, not-for-profit organisations, the sport and recreation sector, educational institutions, or in roles that require highly-developed writing and communication planning skills.

With a solid foundation of communication skills and knowledge of global communication practices and technologies, you will be prepared for a career in mainstream, digital and social media, public relations, promotional communication and advertising.

Professional associations

Communication and Media students may apply for membership of the Public Relations Institute of Australia (PRIA), the International Association of Business Communicators (IABC), the Entertainment and Arts Alliance (MEAA), the Communications Council, and the Australian Institute of Marketing.

Honours

Based on academic merit and quota, following your degree you may have the option of undertaking a one-year Honours program in the Bachelor of Arts (Honours). Honours is an intensive year of advanced study that develops your abilities in academic research, and allows you to undertake research in a topic that interests you. Other selection criteria may apply.

Program schedule

FIRST YEAR

First Semester (SP 1, 2 or 3)

Ideas, Innovation and Communication
Communication and Media
Professional and Technical Communication
Sub-major 1

Second Semester (SP 4, 5 or 6)

Intercultural Communication
Public Relations Theory and Practice
Digital Design Essentials
Sub-major 2

SECOND YEAR

First Semester (SP 1, 2 or 3)

News and Social Media Connections
Writing and Editing for Publication
Sub-major 3
Elective 1

Second Semester (SP 4, 5 or 6)

Communication Research Methods
Media Law and Ethics
Sub-major 4
Elective 2

THIRD YEAR

First Semester (SP 1, 2 or 3)

Promotional Communication: Advertising, Publicity and Marketing
Industry and Practice
Advanced Writing and Editing for Publication
Sub-major 5

Second Semester (SP 4, 5 or 6)

Integrated Communication Planning
Communication Management in Practice
Internship or Project
Sub-major 6

Key

M Magill Campus	1 Full-time program duration in years	PT Part-time study available	EX External study available	PX Partial external study available	P Alternative entry pathways available
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Bachelor of Journalism and Professional Writing



SATAC code:	444431
Program code:	MBJR
ATAR (Feb 2014 cut-off):	new program
UniSA preferred score (guaranteed entry):	90
TAFE minimum entry:	CERT IV
Prerequisites:	None
Assumed knowledge:	None

International students

CRICOS code:	O82449K
Program fees:	A\$23,500 per annum

Key features

- › South Australia's only Journalism degree.
- › Gain practical, hands-on experience in our state-of-the-art television and radio studios.
- › Undertake an internship in third year, providing insights into the industry and networking opportunities.

Overview

Writing is a career – many would say a calling – that opens up a wide range of opportunities. The new degree will enable students to develop the advanced skills needed in the news industry and other fields requiring multi-platform writing and production skills.

Social media is enabling more people to say what they think and share what they see every day, so the role of informed, knowledgeable, well-trained reporters and writers in presenting objective, factual information is more important than ever. The Journalism and Professional Writing degree has been specifically designed to meet the rapidly changing needs of news and communication employers and the evolving formats in which information is presented and disseminated.

South Australia's only Journalism degree will train you to work as a journalist and writer in mainstream media and communication fields, while the emphasis on professional writing opens doors into a wide variety of allied professions such as technical writing, tender presentations, and marketing and communication. Students acquire experience and skills in preparing content for a range of platforms and contexts.

We teach aspiring journalists the writing skills needed to prepare news reports quickly and accurately. You will practise those skills in state-of-the-art television and radio studios, under the guidance of lecturers with strong industry experience.

A final year internship at a news or production organisation will synthesise your knowledge and training, and provides insight into a career crucial to the functioning of a democratic society.

What will I study?

The three year Bachelor of Journalism and Professional Writing degree consists of compulsory theory and practical courses that together prepare you to work as a journalist in print, broadcast, online or multimedia organisations.

Writing and editing for print, broadcast, online media and social media are the focus of subjects from first until third year, while the emphasis on video and other media production enables you to pursue specific career interests.

Lecturers with extensive news industry experience teach courses that will provide you with an understanding of major issues facing working journalists today and the social and political context in which you will work as a professional journalist. The theory courses include mass communication theory, journalism research methods, law and ethics.

Who will employ me?

University of South Australia Journalism graduates are some of the most recognisable personalities in the media landscape. Our graduates secure positions with the *Australian Broadcasting Corporation (ABC)*, *The Advertiser* and *The Australian*, and on commercial radio and television networks.

Our Journalism degree prepares you for roles as reporters and sub-editors in newspapers and magazines, in radio, television, and online, and for careers in marketing, communication and public relations within government and the private sector.

Specific options selected during your degree, and the practise you will receive in the on-campus studios, will prepare you for work in video, television and other production organisations.

In addition, the Professional Writing focus enables graduates to pursue technical writing opportunities in careers including copywriter, speechwriter, editor and scriptwriter, and prepares them for communication roles in marketing, advertising, multimedia teams, and businesses.

Professional accreditation

Final year students can apply to join the Media, Entertainment and Arts Alliance as adjunct members.

Honours

Based on academic merit and quota, following your degree you may have the option of undertaking a one-year Honours program in the Bachelor of Arts (Honours). Honours is an intensive year of advanced study that develops your abilities in academic research, and allows you to undertake research in a topic that interests you. Other selection criteria may apply.

Program schedule

FIRST YEAR

First Semester (SP 1, 2 or 3)

Ideas, Innovation and Communication
Journalism: Principles and Practices
News Reporting
Sub-major 1

Second Semester (SP 4, 5 or 6)

Intercultural Communication
News Production for Print and Web
Media Contexts
Sub-major 2

SECOND YEAR

First Semester (SP 1, 2 or 3)

Radio Journalism
Writing and Editing for Publication
Sub-major 3
Elective 1

Second Semester (SP 4, 5 or 6)

Media Law and Ethics
Professional Writing
Sub-major 4
Elective 2

THIRD YEAR

First Semester (SP 1, 2 or 3)

Journalism Research Capstone
Advanced News Writing
Advanced Writing and Editing for Publication
Sub-major 5

Second Semester (SP 4, 5 or 6)

Television and Video Journalism
Internship or Project
Advanced Professional Writing
Sub-major 6

Key

M Magill Campus	1 Full-time program duration in years	PT Part-time study available	EX External study available	PX Partial external study available	P Alternative entry pathways available
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Making the news

Phoebe Bowden

Bachelor of Journalism, Bachelor of Laws

Reporter and Producer, Ten Eyewitness News Adelaide

Phoebe knew the key to her success was studying something that she was interested in. 'Law developed my interests in justice and politics, while my journalism studies indulged my curiosity and love of telling people's stories.'

Studying in two competitive industries, Phoebe sought out a range of practical work experience placements in order to gain an edge. 'I undertook work experience in television newsrooms, local radio stations, law firms and at the Attorney General's Department. Further, I embraced opportunities offered, including studying human rights at a summer school in Geneva, Switzerland, and writing a law honours thesis.'

The highlight of my time at uni was starting UniSA's law student magazine The Orbiter with two of my peers. Not only were these experiences rewarding, they helped me develop invaluable skills transferable to industry. All of these experiences were critical in landing my job as a reporter and producer at Channel 10. My UniSA experience has prepared me well for the workforce.'

Bachelor of Media Arts



SATAC code:	444471
Program code:	MBME
ATAR (Feb 2014 cut-off):	new program
UniSA preferred score (guaranteed entry):	70
TAFE minimum entry:	CERT IV
Prerequisites:	None
Assumed knowledge:	None

International students

CRICOS code:	O58520G
Program fees:	A\$22,600 per annum

Key features

- › Students develop professional skills in state-of-the-art television and radio studios and use professional-standard equipment including cameras and editing suites.
- › Build industry networks and skills through practical projects and internships.
- › Students graduate with an individualised digital portfolio of work, which is highly impressive to prospective employers.

Overview

Media Arts is an innovative degree that provides the theoretical understanding and practical foundation in creative media production, using contemporary digital tools.

This degree will enable you to enter the exciting world of film, television, animation, digital design, interactivity, web and mobile design within two distinct strands – Film, Television and Computer-Generated Imagery (CGI); and Digital Media.

Film, Television and CGI

Film, Television and CGI introduces students to a range of cinematic-based media forms and develops the critical knowledge and technical skills required to enter the industry.

Digital Media

Digital Media introduces students to digital design and web development and the professional skills required to produce effective print publications and industry standard websites for multiple devices. As most organisations now conduct their business digitally, the demand for these skills in the digital media area is high.

While you will specialise in one strand, you will also have the opportunity to undertake courses from across both areas of the Media Arts degree to further broaden your skills. You will develop the conceptualisation, design and production skills necessary to create effective content across various media platforms. You will explore the history of film, television and digital media and understand their place in emerging technologies. These skills will be valuable whether you are employed in an established media production company or pursue exciting freelance-consultancy opportunities.

Strategic links and collaboration with internationally regarded businesses support your preparation for the workforce and its demands. Your knowledge and workplace experience will be enhanced by industry placements and internships.

Experience in state-of-the-art television, sound, editing and radio studios – along with practical experience using industry standard editing, animation and multimedia labs – will ensure you gain skills and exposure to real-life professional projects and challenges.

What will I study?

Film, Television and CGI

You will develop knowledge of narrative and documentary forms. You will learn the fundamental importance of 'story' in the creation of media content which both informs and entertains its audience. Along the way you will gain an appreciation of the importance of all roles involved in the production cycle, from conceptualisation to post-production, which will be invaluable in pursuing opportunities in national and global industries.

Digital Media

You will learn the central importance of communicating content clearly to an audience through effective information and image design. You will develop the skills and knowledge required to take a project from conceptualisation to production and ensure that it meets industry standards. You will also develop an understanding of interactivity and the significance of different media platforms for the user experience.

Who will employ me?

The degree will prepare you for work in television, film, visual effects, website or information technology production companies. Other potential employers include government departments, large businesses, corporate communications companies, and arts and events management firms. Within these areas there are internal media production teams that create film, print, online and other promotional content.

Honours

Based on academic merit and quota, following your degree you may have the option of undertaking a one-year Honours program in the Bachelor of Arts (Honours). Honours is an intensive year of advanced study that develops your abilities in academic research, and allows you to undertake research in a topic that interests you. Other selection criteria may apply.

Program schedule

FIRST YEAR

First Semester (SP 1, 2 or 3)

Ideas, Innovation and Communication
Introduction to Film and Television
Design Language in Media Arts
Sub-major 1

Second Semester (SP 4, 5 or 6)

Intercultural Communication
Introduction to Digital Media
Strand A
Introduction to CGI OR
Strand B
Digital Design Essentials
Sub-major 2

SECOND YEAR

First Semester (SP 1, 2 or 3)

Strand A
Narrative Film or Narrative Animation OR
Strand B
Design for Digital Technologies
Screen Genres and Media Hybrids
Sub-major 3
Elective 1

Second Semester (SP 4, 5 or 6)

Strand A
Documentary Film OR
Strand B
Interactive Web Design
Digital Performance
Sub-major 4
Elective 2

THIRD YEAR

First Semester (SP 1, 2 or 3)

Strand A
Visual Effects OR
Strand B
Advanced Web Design
Experimental Studio
Industry Practice
Sub-major 5

Second Semester (SP 4, 5 or 6)

Internship or Project
Creative Production
Screen Media Research Methods

Key

M	Magill Campus	1	Full-time program duration in years	PT	Part-time study available	EX	External study available	PX	Partial external study available	P	Alternative entry pathways available
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Lights! Camera! Action!

Adam Whalland

Graduate, Bachelor of Media Arts (Film and Television)

Editor, Channel 9

Adam knew from an early age that working in film and television was his dream. 'For as long as I can remember, I always wanted to work with big production companies or businesses.'

Drawn to the Media Arts degree because of its hands-on approach and its vast selection of courses in film and television, Adam quickly secured work in the industry.

'During my time at uni, I have worked as a freelance editor for organisations including DisabilitySA and the Royal Society for the Blind. I also picked up work experience at Channel Seven after their Director of News reviewed my work at UniSA's television industry night. After being impressed with my work on industry night, Channel Nine offered me a job interview for an upcoming position in news exchange, as well as editing. I got the job at Channel Nine and I am currently work there full-time in their news department as an editor and in news exchange.'

I have learnt so much and have had some great opportunities during my degree. It has easily been the best three years of my life. I've made lifelong friends as well as industry contacts.'

Bachelor of Journalism and Professional Writing

Bachelor of Arts (English and Creative Writing)



SATAC code:	444461
Program code:	MBJC
ATAR (Feb 2014 cut-off):	new program
UniSA preferred score (guaranteed entry):	90
TAFE minimum entry:	CERT IV
Prerequisites:	None
Assumed knowledge:	None

International students

CRICOS code:	O67575G
Program fees:	A\$22,600 per annum

Key features

- › UniSA's state-of-the-art radio and television studio facilities provide students with a hands-on, practical learning experience preparing industry-ready graduates.
- › Develop writing and editing skills, such as creative writing, writing for the media and planning creative campaigns and events.

Overview

This new double degree will enable you to develop the advanced critical and creative skills needed in the news industry and other fields requiring multi-platform writing and production skills. It also provides a sound basis in the theory and practice of creative, professional, and technical writing, the construction of texts from a range of genres, and an understanding of the ways cultures and contexts shape all forms of discourse and communication.

South Australia's only Journalism degree will train you to work as a journalist and writer in mainstream media and communications fields, while the emphasis on professional writing opens doors to a wide variety of allied professions such as technical writing, marketing and communications. These skills will also be complemented by your knowledge of multiple creative writing genres, enabling you to prepare content for a range of platforms and contexts.

You will practise your skills in on-campus, state-of-the-art television and radio studios, under the guidance of lecturers with strong industry experience and connections.

What will I study?

Journalism and Professional Writing

In this degree, you will develop a broad range of essential journalistic skills and knowledge, and explore the practice of constructing texts and the underlying theory and analysis.

The Journalism and Professional Writing elements of the degree incorporate areas such as news and feature writing, broadcast, print and online journalism, media law and desktop publishing, as well as key concepts in journalism including ethics and the social, cultural and legal issues affecting journalism practice today.

English and Creative Writing

Discover the beauty and mystery of the English language, studying historical and contemporary fiction, non-fiction, poetry, autobiographies, essays and plays. As you begin to create your own great classics, you will also learn how different oral and written texts have impacted on cultures around the world.

Your knowledge of literature will support your development as an effective reader, writer, researcher, speaker, communications adviser or artistic performer.

Who will employ me?

The broad range of skills and knowledge covered in this degree equips graduates to work in a variety of communication-related roles.

The Journalism and Professional Writing component of the degree opens up a wide range of activities across print, broadcast and online news media. These include reporting, editing, news reading and broadcast production. Journalists are employed by metropolitan and country newspapers, commercial radio and television stations, special interest publications, and in related areas such as public relations and communications.

The English and Creative Writing component of the degree also opens up a broad range of opportunities in areas including document design, marketing and administration, proof reading, creative or technical writing and publishing, and with additional qualifications, education.

Professional recognition

Final year students can apply to join the Media, Entertainment and Arts Alliance as adjunct members.

Honours

Based on academic merit and quota, following your degree you may have the option of undertaking a one-year Honours program in the Bachelor of Arts (Honours). Honours is an intensive year of advanced study that develops your abilities in academic research, and allows you to undertake research in a topic that interests you. Other selection criteria may apply.

Program schedule

FIRST YEAR

First Semester (SP 1, 2 or 3)

Ideas, Innovation and Communication
Journalism: Principles and Practices
News Production for Print and Web
English and Creative Writing: An Introduction

Second Semester (SP 4, 5 or 6)

Intercultural Communication
News Reporting
Media Contexts
Writing and Text Workshop

SECOND YEAR

First Semester (SP 1, 2 or 3)

Radio Journalism
Shakespeare Past and Present OR
Writing and Reading Short Fiction
Writing and Editing for Publication
Sub-major 1

Second Semester (SP 4, 5 or 6)

Media Law and Ethics
The Power of Story OR
Writing and Reading Poetry
Professional Writing
Sub-major 2

THIRD YEAR

First Semester (SP 1, 2 or 3)

Journalism Research Capstone
The Writer's World
World Literatures and English
Sub-major 3

Second Semester (SP 4, 5 or 6)

Television and Video Journalism
Advanced Writing and Editing for Publication
Elective 1
Sub-major 4

FOURTH YEAR

First Semester (SP 1, 2 or 3)

Advanced News Writing
Advanced Professional Writing
Elective 2
Sub-major 5

Second Semester (SP 4, 5 or 6)

Internship or Project
Literary and Creative Writing Practice
Sub-major 6

Key

Magill Campus	Full-time program duration in years	Part-time study available	External study available	Partial external study available	Alternative entry pathways available
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Bachelor of Journalism and Professional Writing

Bachelor of Arts (International Relations)



SATAC code:	444451
Program code:	MBJN
ATAR (Feb 2014 cut-off):	new program
UniSA preferred score (guaranteed entry):	90
TAFE minimum entry:	CERT IV
Prerequisites:	None
Assumed knowledge:	None

International students

CRICOS code:	O46037G
Program fees:	AS\$22,600 per annum

Key features

- Gain hands-on experience through writing and contributing to student-run publications such as *On The Record* and presenting on UniSA's own, student-run, radio station *UniCast*.
- Develop professional capabilities in analysing international affairs and prepare for a career in a multicultural society and a globalised economy.

Overview

This new double degree will enable you to develop advanced skills needed in the news industry and other fields requiring multi-platform writing and production skills with a wider international and cultural perspective.

Journalism offers opportunities to cover important and sometimes dramatic events. It provides possibilities for experiences not encountered in other professions and offers many challenges. It is increasingly becoming a global field, with journalists and those with journalistic skills and knowledge employed in a range of contexts and cultural settings.

South Australia's only Journalism degree will train you to work as a journalist and writer in mainstream media and communications fields, while the emphasis on professional writing opens doors into a wide variety of allied professions such as technical writing, tender presentations, and marketing and communications. Students acquire experience and skills in preparing content for a range of platforms and contexts. By combining study in Journalism and Professional Writing with study in International Relations, you will develop the skills and understanding in journalism and related areas, and be able to apply these to a broad range of settings and social, cultural and political contexts. This double degree prepares students for work in many areas of government and the private sector.

What will I study?

Students in this double degree complete Professional Majors in Journalism and Professional Writing, and International Relations. The Journalism and Professional Writing component provides practical knowledge and a theoretical understanding of journalism and writing in preparation for practice in this area.

The International Relations component develops skills in applying cross-cultural, historical, political and international relations concepts to a variety of contexts.

As well as being able to participate in industry internships, you have the chance to broaden your studies through an international exchange or undertake the Hawke Ambassador International Volunteer Experience Program.

All students are involved in producing stories for the Journalism students' regular online publication, *On The Record*, and have the opportunity to take a role in the editing and production process.

You may also pursue other diverse learning opportunities such as publishing articles in the student journal *The South Australian Globalist*, participating in model UN Conferences, and researching and creating scripts for broadcast items on the School radio or television podcasts.

Who will employ me?

This degree prepares you for employment in a wide range of journalism and writing related roles in various cultural settings. Possible career outcomes include: reporter, sub-editor, copywriter, speechwriter, editor and scriptwriter, and communications roles in marketing, advertising, multimedia teams, and businesses.

Graduates of this degree have an excellent employment record. They are employed as journalists and in related areas such as public relations or corporate affairs throughout Australia and in many other countries such as the United Kingdom, Singapore, Germany, the United States, China and Hong Kong. Journalism employers include local metropolitan and country media, the government sector and trade, business, and special interest newspapers and magazines.

Professional recognition

Graduates of the degree may apply for membership, at an appropriate level, with the Royal Australian Institute of Public Administration, the Australian Institute of International Affairs and the Australasian Political Studies Association.

Final-year students can also apply to join the Media, Entertainment and Arts Alliance as adjunct members.

Honours

Based on academic merit and quota, following your degree you may have the option of undertaking a one-year Honours program in the Bachelor of Arts (Honours). Honours is an intensive year of advanced study that develops your abilities in academic research, and allows you to undertake research in a topic that interests you. Other selection criteria may apply.

Program schedule

FIRST YEAR

First Semester (SP 1, 2 or 3)

Ideas, Innovation and Communication
Journalism: Principles and Practices
News Reporting
Introduction to International Relations

Second Semester (SP 4, 5 or 6)

Intercultural Communication
News Production for Print and Web
Media Contexts
International Relations Theory

SECOND YEAR

First Semester (SP 1, 2 or 3)

Radio Journalism
Energy, Security and Environmental Politics in Asia
OR

Regional Integration
Writing and Editing for Publication
Sub-Major 1

Second Semester (SP 4, 5 or 6)

Media Law and Ethics
Australia in the Asian Century OR
International Political Economy and Human
Development
Professional Writing
Sub-Major 2

THIRD YEAR

First Semester (SP 1, 2 or 3)

Journalism Research Capstone
Global Power in the Asian Century
Peace, Justice and Reconciliation
Sub-Major 3

Second Semester (SP 4, 5 or 6)

Television and Video Journalism
Advanced Writing and Editing for Publication
Elective 1
Sub-Major 4

FOURTH YEAR

First Semester (SP 1, 2 or 3)

Advanced News Writing
Advanced Professional Writing
Elective 2
Sub-Major 5

Second Semester (SP 4, 5 or 6)

Internship or Project
Contemporary Security Issues
International Relations Research Project
Sub-Major 6

Key

M Magill Campus	1 Full-time program duration in years	PT Part-time study available	EX External study available	PX Partial external study available	P Alternative entry pathways available
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Bachelor of Social Work

Bachelor of Arts (International Relations)



SATAC code:	444501
Program code:	MBWR
ATAR (Feb 2014 cut-off):	new program
UniSA preferred score (guaranteed entry):	75
TAFE minimum entry:	CERT IV
Prerequisites:	None
Assumed knowledge:	None

International students

CRICOS code:	O57386F
Program fees:	A\$22,400 per annum

Key features

- › Gain hands-on, simulated experience in UniSA's brand new social work studio learning facility and develop your skills and professional knowledge in a safe and supportive environment.
- › Participate in exchange and internship opportunities, allowing you to take your education overseas while gaining practical life experience.

Overview

This double degree is suitable for students who are interested in working as professional social workers, as well as gaining a broader international perspective. Through this unique combination of degrees, students gain a strong foundation in contemporary social work knowledge and analytical skills in international, cross-cultural and multicultural contexts.

What will I study?

This program combines key courses from the Bachelor of Social Work and the Bachelor of Arts (International Relations) programs, allowing students to develop an international perspective to social work. The social work courses include studies in society, ethics and social work practice and include organisational, research and policy analysis. The international relations courses include studies that develop students' understanding of the complexities of international affairs and the dynamics of continuing and changing societies.

Social work skills development will occur in purpose-built studios. The studios are specially designed facilities for observation, simulation and recording of professional skills. The studios are equipped with the latest video recording equipment and cameras so students can review their work both with their peers and in class. It is the centrepiece of the social work and human services programs, providing a dedicated space where all students will be able to learn and practice skills in a safe, supportive and dynamic learning environment. Here, students, field practitioners and academic staff will work together in simulated, real-life situations.

Students undertake two substantial social work field placements totalling 1000 hours in the first half of fourth year and the second half of fifth year. Students benefit from the

close supervision of experienced practitioners and regular support from the University during these valuable learning opportunities.

Students will be required to undertake a national criminal history check and screening assessment through the Department for Communities and Social Inclusion (DCSI) and also must hold a current Child Safe Environments certificate.

Some field education placements may require students to hold a current driver's licence and recognised First Aid Certificate.

The international relations degree builds an understanding of the global issues of politics, conflict resolution and social development.

Various exchange, internship and scholarship opportunities are available, including the University of South Australia's unique Hawke Ambassador International Volunteer Experience Program which allows students to volunteer overseas with an international non-government organisation as part of their degree. Students are strongly encouraged to undertake one placement overseas, with options for international field education placements existing in India, the Philippines and Canada. New opportunities continue to emerge.

These placements provide an opportunity to integrate social work knowledge and skills, with an international perspective and to gain practical experience.

Who will employ me?

The demand for professionally qualified social workers continues to be very high. Graduates work in positions across the health, welfare and educational sectors in government, non-government and government agencies. Graduates will develop expertise to work in areas such as international aid, foreign affairs, diplomacy and international social development. They will work with communities from culturally and linguistically diverse backgrounds, child and family welfare, refugees, asylum seekers, migrants, torture and trauma survivors, mental health and community support agencies, in detention centres, in hospitals, and with people with intellectual or physical disabilities, the young and the elderly.

Professional recognition

Graduates may apply for membership, at an appropriate level, of the Institute of Public Administration Australia (IPAA) and are eligible for membership of the Australian Association of Social Workers (AASW).

Graduates may also apply for membership, at an appropriate level, of the Australian Institute of International Affairs and the Australasian Political Studies Association.

Honours

Honours study may be available to students based on academic merit and quota. The degree may be awarded with honours in the Bachelor of Social Work and, following completion of the double degree you may apply to undertake the Bachelor of Arts (Honours), researching topics that interest you. Other selection criteria may apply.

Program schedule

FIRST YEAR

First Semester (SP 1, 2 or 3)

Human Service Provision
Communication Skills in Social Work and Human Services
Psychology 1A
Introduction to International Relations

Second Semester (SP 4, 5 or 6)

Psychology 1B
Mental Health and Mental Wellbeing
Working with Community
Australia in the Asian Century

SECOND YEAR

First Semester (SP 1, 2 or 3)

Australian Social Policy
Ideas, Innovation and Communication
Social Enquiry Methods
Energy, Security and Environmental Politics in Asia

Second Semester (SP 4, 5 or 6)

Intercultural Communication
Governance and Citizenship in Australia
Group Work
International Relations Theory

THIRD YEAR

First Semester (SP 1, 2 or 3)

Human Service Intervention
Interviewing Skills in Social Work and Human Services
Global Power in the Asian Century
Regional Integration

Second Semester (SP 4, 5 or 6)

Human Service Workers and the Law
Indigenous Australians and the Human Services
Contemporary Security Issues
International Political Economy and Human Development

FOURTH YEAR

First Semester (SP 1, 2 or 3)

Social Work Practice Strategies
Social Work Field Education 1

Second Semester (SP 4, 5 or 6)

Advanced Practice in Social Work
Contemporary Practice Approaches
Working with Human Service Organisations
International Relations Research Project

FIFTH YEAR

First Semester (SP 1, 2 or 3)

Professional Practice in the Workplace
Child Centred Practice
Peace, Justice and Reconciliation
Free Elective

Second Semester (SP 4, 5 or 6)

Professional Development
Social Work Field Education 2

Key

M Magill Campus	1 Full-time program duration in years	PT Part-time study available	EX External study available	PX Partial external study available	P Alternative entry pathways available
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Bachelor of Marketing and Communication

M/CW 4 PT EX P

SATAC code:	424451
Program code:	DBMN
ATAR (Feb 2014 cut-off):	69.20
UniSA preferred score (guaranteed entry):	75
TAFE minimum entry:	CERT IV
Prerequisites:	None
Assumed knowledge:	None

International students

CRICOS code:	060210D
Program fees:	A\$25,300 per annum

Key features

- › As part of your program you will study complementary marketing and communication courses, preparing you for a variety of roles in both industries.
- › You can choose to complete the Marketing Placement course as one of your electives so you can gain work experience while you study.
- › In third year you will complete the Integrated Marketing course, where you will work in teams to develop a strategic marketing plan for a simulated car company.

Overview

This unique joint degree has been designed to develop your skills and knowledge in the interrelated disciplines of marketing and communication. You will study a range of specialised courses covering business management, strategic marketing, communications and public relations.

The degree integrates research from two University of South Australia research institutions, the Ehrenberg-Bass Institute for Marketing Science and the Hawke Research Institute. With access to the academic research from these world-class institutes, you will graduate from this unique degree with the latest knowledge in both the marketing and communications sectors.

This degree also provides opportunities for you to gain practical experience and to meet industry contacts while you are studying. Examples include industry placements, vacation research scholarships and advanced masterclasses.

Work placement opportunity

In second or third year you can undertake a marketing elective and experience an industry placement as part of our Marketing Placement course. A placement provides important work experience before you graduate, and real-world insight into the realities of marketing practice.

What will I study?

This degree covers marketing and communication subjects as well as key business management courses. In first year you will be introduced to consumer behaviour, marketing principles, communications, public relations and more.

This is the information base for the second and third years where you will begin to develop specialised knowledge and skills.

You will also have the choice of a range of elective subjects which will give you the opportunity to tailor your studies to suit your personal interests and career goals. This degree will teach you to think critically, manage projects, work as part of a team, and develop your professional marketing and communication skills.

Who will employ me?

This degree will prepare you for a career in creative fields such as advertising, marketing, communications, public relations, radio, television and arts administration. As a graduate, you can seek assistant or coordinator roles and move into managerial roles as your career progresses. Senior positions include communication and marketing manager, media manager, account manager/director, or public relations and promotions manager.

Honours

Business Honours develops your abilities to undertake research and is a prestigious qualification that is recognised worldwide. Honours provides a point of distinction from your competitors and assists in advancing your career prospects as you develop high-level conceptual, written, verbal, analytical and project management skills. If your career interests are more aligned to academic research, an Honours degree can provide entry to a PhD.

Program schedule

FIRST YEAR

First Semester (SP 1, 2 or 3)

Marketing Principles: Trading and Exchange
Management Principles
Ideas, Innovation and Communication
Communication and the Media

Second Semester (SP 4, 5 or 6)

Market Analysis
Buyer and Consumer Behaviour
Public Relations Theory and Practice
Digital Design Essentials

SECOND YEAR

First Semester (SP 1, 2 or 3)

Advertising
Foundations of Business Law
Editing and Publishing
Design Language in Media Arts

Second Semester (SP 4, 5 or 6)

Quantitative Methods for Business
Accounting for Business
Communication Research Methods
Media Law and Ethics

THIRD YEAR

First Semester (SP 1, 2 or 3)

Business and Marketing Planning
Marketing Elective (or Free Elective)
Industry and Practice
Promotional Communication: Advertising, Publicity and Marketing

Second Semester (SP 4, 5 or 6)

Integrated Marketing
Integrated Communication Planning
Communication Management in Practice
Marketing Elective (or Free Elective)

Key

M/CW Magill/City West Campus

1 Full-time program duration in years

PT Part-time study available

EX External study available

PX Partial external study available

P Alternative entry pathways available

Diploma in Languages

Key features

- › Our Language Lab is an advanced interactive language learning space that allows students to connect with people from around the world in real-time.
- › Students become competent in working in intercultural contexts by developing or enhancing knowledge and proficiency in a language of their choice.

Overview

The Diploma in Languages allows you to develop proficiency in listening, speaking, reading and writing in a chosen language and to develop an understanding of the related culture and society. This is a unique opportunity to study a language concurrently with your chosen degree.

The ability to converse in a second (or third) language is recognised as an invaluable skill for people looking to live, work or study in another region of the world or for those wanting to utilise their language skills in Australia.

It is also an increasingly important skill to offer employers.

The University of South Australia's Diploma in Languages will enable you to enhance your skills in a world language.

The Diploma in Languages enables you to study French, Italian, Japanese or English (as an Additional Language) while you study your professional degree.

The diploma caters to a range of abilities, including those with no or little experience to the more advanced student. Academic staff will help determine the appropriate level for you.

Our diploma has been designed to enable you to focus on areas of language study complementary to your studies. The additional courses will add one year to your studies and you will graduate with two qualifications, increasing your opportunities for employment in Australia and overseas.

Benefits of this qualification include the opportunity to study your chosen language in-country on exchange, enabling you to develop first-hand the intercultural skills essential for working in an international environment.

For postgraduate students, the Diploma in Languages can be undertaken as a part-time, stand-alone qualification.

What will I study?

The diploma emphasises contemporary written and spoken language and focuses on language and interactions in the social and working environments you will encounter.

Learning is supported through a state-of-the-art multimedia language facility with hardware and software designed for language learning and teaching. You can personalise your learning experience in an interactive environment designed to immerse you in the language and culture you are studying, while connecting with other students around the world in real-time.

Who will employ me?

Many businesses, government agencies and not-for-profit organisations require people who can communicate effectively in multicultural environments, with international visitors and people newly arrived in Australia.

Knowledge of a second (or third) language and an understanding of international contexts will enhance your appeal as a prospective employee and differentiate you from other candidates. Organisations in fields ranging from mining to healthcare seek professionals to represent them in meetings with international clients or who can adapt quickly to working overseas on assignment or in permanent roles.

Entry requirements

The Diploma in Languages is open to students who hold a place in any undergraduate degree at the University of South Australia or any other Australian university. For postgraduate students, the Diploma in Languages can be taken as a stand-alone qualification. Applications must be submitted directly to UniSA's Apply Online during enrolment.



Entry requirements

For undergraduate bachelor degrees and associate degrees

Applicants are required to have completed the South Australian Certificate of Education (SACE) with:

- > 200 subject credits (in total);
- > a grade C* or higher in the Personal Learning Plan, 20 credits of literacy, 10 credits of numeracy and the Research Project at Stage 2;
- > a grade C- or higher in an additional 60 credits at Stage 2;
- > a competitive ATAR; and
- > the fulfilment of the program's prerequisite requirements (where applicable).

* For Stage 2 subjects a grade of C- or higher is required

Applicants may also be eligible for entry if they have completed the program's prerequisite requirements and have one of the following:

- > Completed an interstate or overseas qualification considered by the University as equivalent to SACE.
- > Completed the International Baccalaureate Diploma with a minimum score of 24 points.

Pathways

Entering your chosen program straight from high school is not the only pathway into UniSA. Applicants may also be eligible for entry through one of the following pathways:

Tertiary Transfer – completion or partial completion of a higher education program from a recognised higher education institution.

Special Entry – completion of the Special Tertiary Admissions Test (STAT). A personal competencies statement or employment experience may also be considered.

TAFE/Registered Training Organisations (RTO) – Applicants may be eligible for entry with the completion of an award from TAFE or another Registered Training Organisation at AQF Certificate IV or above. Guaranteed entry into a program is also available to applicants who have a completed qualification that meets the TAFE Preferred requirement listed in each program's snapshot.

Open Universities Australia – completion of at least four Open Universities Australia (OUA) courses at the appropriate level.

Foundation Studies – completion of a recognised foundation studies program including the University's Foundation Studies program.

Before applying

All applicants should check and ensure that they meet all entry and prerequisite requirements before applying. For some programs, applicants may also be required to attend an interview or present a portfolio.

For more information on entry requirements, visit unisa.edu.au/future

Participation and access

UniSA offers various programs and services to assist rural and/or socio-economically disadvantaged students, Indigenous Australians and people with a disability. For more information, contact (08) 8302 2376 or email study@unisa.edu.au

UniSA Bonus Points

For students commencing university study in 2015

UniSA Advantage is a bonus points scheme that encourages participation in education as well as rewards achievement in selected Year 12 subjects that better prepare students for university study. The scheme includes two strands – Achievement and Aspire.

Achievement bonus points will automatically be awarded if students score a C- or better in Year 12 Tertiary Admission Subjects (TAS) relevant to their intended UniSA program.

Aspire bonus points are awarded automatically to students who attend a school recognised by UniSA as under-represented at university. Students from rural and remote areas are also eligible for automatic bonus points while those students on School Card (or state equivalent), Youth Allowance and/or Health Care Card or Low Income Health Care Card who do not attend a recognised school, can apply for bonus points by downloading an application form.

For more information or to download the Aspire Application Form, visit unisa.edu.au/bonuspoints

For students commencing university study in 2016 and onwards

The three South Australian universities are replacing all existing equity and subject bonus schemes with two new bonus schemes. The new schemes will come in to operation for students studying Year 12 in 2015 who apply for entry for in 2016.

The two new schemes are the SA Universities Equity Scheme and the SA Language, Literacy and Mathematics Bonus Point Scheme.

The **SA Universities Equity Scheme** will provide bonuses in two ways: bonuses for all students in specified schools and bonuses for individuals experiencing disadvantage.

The **SA Language, Literacy and Mathematics Bonus Point Scheme** encourages students to strengthen their preparation for university studies by undertaking a language other than English, or specified English and Mathematics subjects.

Need some help? For further information, visit unisa.edu.au/bonuspoints or you can also contact Future Student Enquiries by phone (08) 8302 2376 or email study@unisa.edu.au

Student contributions

To find out more about how you can defer your HECS-HELP student contribution or to see if you are entitled to a Commonwealth Government supported place at the University of South Australia, please visit unisa.edu.au/fees. The contribution that applies depends on which courses you choose to study and the contribution band in which those courses are classified (see table below). The amount of your student contribution also depends on the unit value of your courses of study.

How to apply to the University of South Australia

Go to satac.edu.au

As per the Australian Government guidelines, the student contribution amounts for 2014 are:

Band	Fields of study	Student contribution
Band 1	Humanities, behavioural science, social studies, education, clinical psychology, foreign languages, visual and performing arts, nursing.	\$0 – \$6,044
Band 2	Mathematics, statistics, computing, built environment, other health, allied health, science, engineering, surveying, agriculture.	\$0 – \$8,613
Band 3	Law, accounting, administration, economics, commerce, dentistry, medicine, veterinary science.	\$0 – \$10,085

Note: These amounts are for 1 EFTSL (36 units) in 2014. The student contribution amounts for 2015 will be advised by the Federal Government in October 2014, and these will be available to view via unisa.edu.au/future/fees at that time.

Glossary

> WHAT WILL YOU STUDY?

Associate degree

An award for completing a two-year (or part-time equivalent) tertiary program.

Bachelor degree

A program of three or more years duration (or part-time equivalent). Bachelor degree programs provide the relevant qualifications for many professions.

Diploma

UniSA offers a range of two-year diploma programs. Diplomas offered through UniSA College provide entry into the second year of a corresponding bachelor program in allied health, arts, business or science and technology. More information on the diplomas offered by UniSA College is available at unisa.edu.au/college. The Division of Education, Arts and Social Sciences offers a one-year Diploma in Languages which allows students to study a language concurrently with their bachelor degree program.

Foundation Studies

A free, one year program with no qualifications required for entry. This program assists students to develop the skills required for successful university-level study. Upon successful completion, students can apply for entry into a degree at the University of South Australia or to enter the second year of a UniSA College diploma program.

Graduate Certificate

An award for completing a postgraduate program of at least six months in duration (or part-time equivalent).

Graduate Diploma

An award for completing a postgraduate program of at least one year in duration (or part-time equivalent).

Honours

An additional year of study in a bachelor degree during which students specialise in a chosen area of study. In some cases, Honours study can actually be done as part of the degree.

Master degree

An award for completing a postgraduate program of at least two years (or part-time equivalent).

PhD

Doctor of Philosophy (PhD) programs normally extend over three years (or part-time equivalent) and involve significant research work.

> HOW DOES YOUR PROGRAM WORK?

Course

A component of study within a program (previously known as a 'subject').

Major

A set of related courses which comprises 36 units of study within a bachelor degree.

Minor

A set of related courses which comprises up to 18 units of study within a bachelor degree.

Program

Award in which you are enrolled, eg Bachelor of Arts.

Sub-major

A set of related courses which comprises between 19 and 35 units of study within a bachelor degree.

Unit

A value assigned to a course which measures the amount of work involved in that course. Full-time students normally undertake 36 units of study per year (18 units per semester).

> GENERAL

Assumed knowledge

Some programs require knowledge of certain SACE Stage 2 subjects.

ATAR (Australian Tertiary Admission Rank)

A ranking of all students who have completed SACE in a particular year. The minimum ATAR required for the previous year is often a guide to how well you will need to perform to gain entry into a particular program. ATARs can vary from year to year and should be used as a guide only.

CRICOS code

Code identifying that a University of South Australia program has been registered on the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).

Direct entry

Programs for which applications are not processed through SATAC but are made direct to the University of South Australia.

Division

The University of South Australia is split into four academic divisions – Business School; Education, Arts and Social Sciences; Health Sciences; and Information Technology, Engineering and the Environment – each offering a range of specialised programs.

Free electives

A course chosen from any on offer outside your study area, provided that individual course prerequisites are met. Free elective courses are designed to broaden your knowledge and skills beyond your professional field of study.

Prerequisites

SACE Stage 2 (Year 12) subjects, or equivalent qualifications required for admission into the program.

SACE

The South Australian Certificate of Education or a recognised equivalent qualification.

SATAC Guide

A publication that lists every program offered by South Australian higher education institutions. The SATAC Guide provides information about the selection process, includes instructions on how to apply and is available online at satac.edu.au and from newsagents Australia-wide.

Special Entry (STAT)

Special Tertiary Admissions Test (STAT) is an alternative entry for people who do not have any other qualifications for admission to university.

UniSA Advantage

UniSA Advantage is a two-tiered points scheme that awards Year 12 students with Achievement and Aspire bonus points. Eligible students will be awarded up to a total number of 9 points when they apply through SATAC. Bonus points are added to the student's aggregate and a new UniSA ATAR is calculated. Visit unisa.edu.au/bonuspoints

UniSA Preferred

If your adjusted ATAR score (inclusive of bonus points) is equal to, or greater than, the published UniSA Preferred score, if you meet the relevant program prerequisites and list the program as your first preference, you are guaranteed a place in your selected program. Visit unisa.edu.au/preferred

Keep informed and stay in touch

At UniSA we've got all the tools to help you shape your career direction.

Sign up to receive updates direct to your inbox. All tailored to your career interests.

You'll be the first to receive:

- > Invitations to career events and information sessions
- > Exclusive work experience opportunities, such as visiting our graduates in their workplace
- > An insight into life on campus from students and teachers
- > The latest breaking careers and industry news

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**University of
South Australia**

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The University of South Australia reserves the right to alter, amend or delete any program, fee, course, admission requirement, mode of delivery or other arrangement without prior notice.

Information correct at time of printing (April 2014)

CRICOS provider number OO121B

In this brochure

- > Bachelor of Arts
 - > English and Creative Writing
 - > History and Cultural Studies
 - > International Relations
 - > Languages
 - > Linguistics
 - > Performing Arts
 - > Sociology
- > Bachelor of Communication and Media
- > Bachelor of Journalism and Professional Writing
- > Bachelor of Media Arts
- > Bachelor of Journalism and Professional Writing, Bachelor of Arts (English and Creative Writing)
- > Bachelor of Journalism and Professional Writing, Bachelor of Arts (International Relations)
- > Bachelor of Social Work, Bachelor of Arts (International Relations)
- > Bachelor of Marketing and Communications
- > Diploma in Languages

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