

Study
**MEDIA &
COMMUNICATION**



**Future-proof your career in
Media and Communications**

Media is everywhere. Communication is everything. Skills in media and communication are essential to every industry, and the market for media and communication experts is expanding exponentially.

A career in media and communication is one of the most diverse and ever-changing landscapes you can enter into.

Gone are the days of traditional media being limited to television and newspapers. You could work in digital media, video production, radio, podcasting, public relations, journalism or social media, to name a few.

You'll creatively communicate and translate ideas and messages to the public, you'll be a gatekeeper of key information and you could find yourself working for private enterprise, tourism and events, marketing, media agencies, advertising companies, creative agencies, or government.

You'll have a thorough understanding of technology trends and forecasts, and you'll have a deep understanding of the wants, likes and needs of the audiences you're communicating to.

Why study Media and Communication at Flinders?

- It's the only degree in South Australia that combines **critical communication studies, business skills and creative digital media practices**.
- **Flinders is ranked number one in South Australia in communications** for educational experience, skills development, student support and teaching quality (The Good Universities Guide, 2022).
- Learn from practising industry specialists who have experience in the field you want to work in.
- Collaborate with students from Flinders and build your international network to start a global career.
- Connect with industry through work integrated learning and industry placements.
- Gain cutting-edge technical experience with the latest state-of-the-art facilities and equipment.
- Become a content creator across all platforms and learn how to talk to different audiences, an essential skill for any workplace.
- Master the combination of technology and media, and how we communicate between the two.

What you will study

- Academic and Professional Communication
- Marketing Principles
- Digital and Social Media
- Media and Society
- Essential Multimedia
- Indigenous Studies
- Multimedia Production
- Introduction to Digital Graphic Design
- Interaction Design
- Discourse and Media
- Crisis Communication
- Social Media Marketing
- Strategic Communication and Public Relations
- Editing and the Industry
- Intercultural Communication
- Business Communication
- Cultural Policy and the Arts
- Workplace Internship.



Get inspired by Media and Communication student Jordan Marsden

Graduating from high school with a subpar ATAR, Jordan still managed to successfully complete a degree. Find out which pathway he took and how he overcame several hurdles along the way.

Read Jordan's story:



7.3%

Media Professionals

* National Skills Commission, 2021 Employment projections for the five years to 2026



13.7%

Multimedia Specialist and Web Developers

* National Skills Commission, 2021 Employment projections for the five years to 2026



11%

Film, Television, Radio and Stage Directors

* National Skills Commission, 2021 Employment projections for the five years to 2026



11.4%

Advertising and Marketing Professionals

* National Skills Commission, 2021 Employment projections for the five years to 2026



Find out more
[Flinders.edu.au/media](https://flinders.edu.au/media)