



ARTS

Bachelor of Communication

“It’s a really exciting time to be studying communication. You will get hands-on experience producing and creating content across different media, alongside critical-thinking skills to support your success in a rapidly changing world.”

Luke Goode

Associate Professor, Programme Director

Communication is more important than ever in today’s world.

Organisational, social and global change are all strongly influenced by the ways in which politicians, activists, entrepreneurs and leaders communicate.

You want to create ethical and culturally competent communications in positions in the public, private, not-for-profit and community sectors. You are our future leaders, journalists, social media gurus, activists and digital strategists. With practical skills and real-world opportunities, you will become an empowered communications professional.

CAREERS

Communication graduates are highly desired across all industries. Find work in advertising, filmmaking, in TV production and journalism. Or become an events planner, social media executive, or researcher. You will be sought after in the digital media landscape, in government and public sector positions and in the marketing and public relations sector. In Aotearoa New Zealand and internationally, a communications degree will put you at the forefront of the future.

Through a combination of practical and theoretical learning, you will develop a comprehensive portfolio throughout your degree. And, the opportunity to find professional placements in your third year strengthens your career options.



auckland.ac.nz/arts/bc



Build your dream degree

In the Bachelor of Communication, you choose a major that aligns with your interests and strengths. Study is supplemented with core courses in Communication, a three-stage module, two elective courses and one General Education course.

SET YOURSELF UP WITH CORE COURSES

Core courses are a compulsory part of your Bachelor of Communication and are designed to introduce you to communication principles over the three years of your degree. Courses include: Ethics and Justice, Practicing Communication in Māori and Pacific Worlds, and Designing Visual Communication.

CHOOSE A MAJOR

Your chosen major will take up the majority of your courses over the three years of your study. It is your opportunity to focus in an area where you have a passion.

Communication and Social Change

Do you want to affect social change? Are you interested in activities and the effectiveness of social change campaigns? From climate change to gender equality, Indigenous rights and poverty alleviation, you will look at how social media, film, art and other platforms can build social change messaging.

Communication and Technology

We depend on digital technologies in our personal, social and professional lives. But what are the political, social, and ethical issues in this exciting-yet-tumultuous time? In a digital and visually-focused environment, you will explore equitable and accessible design, consider the future of digital communication technology and Indigenous perspectives on technology and data.

Communication in Leadership

Empathetic and inclusive leaders are more important than ever in government, businesses, NGOs and community-based positions. Succeed in these roles by learning effective communication that brings people together to address challenges, develops creative solutions, and works towards common goals. You will also learn about conflict resolution, negotiation, listening skills and developing communication strategies.

WAIPAPA TAUMATA RAU (WTR 100)

Our required Waipapa Taumata Rau course focuses on core knowledge relevant to our faculty, the significance of place-based knowledge, and Te Tiriti o Waitangi. You will develop foundational critical and ethical thinking, communication, and collaborative skills essential for success in your undergraduate study and the workforce.

YEAR ONE	CORE COURSE	CORE COURSE	MAJOR	WAIPAPA TAUMATA RAU
	CORE COURSE	CORE COURSE	MAJOR	MODULE
YEAR TWO	CORE COURSE	MAJOR	MAJOR	MODULE
	CORE COURSE	MAJOR	ELECTIVE	GENERAL EDUCATION
YEAR THREE	CORE COURSE	MAJOR	MAJOR	MODULE
	CORE COURSE	MAJOR	MAJOR	ELECTIVE



“A communication internship enables students to apply their theoretical and technical knowledge by working alongside communication and media professionals to create a pathway into their future career.”

Dr Margaret Henley
Lecturer/Undergraduate Adviser

PICK A MODULE

Build a personalised skillset, which complements and enhances your career potential. Available modules include:

- Māori Language Skills
- Sustainability
- Coding and Logic
- Modern Languages
- Critical Thinking
- Science in Society
- Citizenship of Aotearoa New Zealand
- Visual Literacy: Researching Images

GET SOME REAL-WORLD EXPERIENCE

Employers want graduates who have hands-on, real-life skills. Our Arts Internship programme is available in your third year and allows you to broaden your portfolio, start your career workplace ready, and find jobs ahead of the rest.

Symone Tafuna'i works in the newsroom at TVNZ

An internship with the America's Cup production team led Simone to a position at TVNZ, monitoring developing news stories, and maintaining news flow from behind the scenes.



ROUND OUT YOUR DEGREE

You can broaden your knowledge base with one General Education course from across the University and up to two elective courses from within the Faculty of Arts.

DEVELOP A RANGE OF SKILLS

Your assignments balance theory and practical skills. Both help you build a diverse and creative portfolio that help you stand out.

Examples include:

- Exploring adverts and advertising techniques
- Creating visual profiles
- Producing a short video
- Writing a mock press release
- Developing a persuasive communication campaign
- Holding a press conference and writing a news story
- Making a mini documentary

WHAT TO EXPECT IN YOUR STUDY

Your learning experience is not just confined to the classroom. You will balance your study between traditional lectures, and more focused, collaborative working in tutorials and workshops, while broadening your practical skills in our high-end studios.

Bachelor of Communication students can apply learned theories and develop their skills with hands-on experience. You can:

- Record a podcast in our dedicated booth
- Livestream from our mobile video podcast studio
- Explore and experience new technologies, including virtual reality and AI, in the digital media lab
- Film using a green screen in our large Black Box studio
- Borrow equipment for practical and creative projects
- Edit in the Mac-based computer lab



“We are constantly communicating without much reflection on what communication means, how it works, and how we can better communicate to promote a more just and sustainable world.”

Dr Bingjuan Xiong
Lecturer

“The Bachelor of Communication is theory-based, but what I love about it is the practical element and applying what I’ve learnt and learning how to respond to issues. There are also so many different opportunities for creativity and fun.”

Aishlin Murphy

Student: Bachelor of Communication, majoring in Communication and Social Change / Bachelor of Global Studies*, majoring in Global Politics and Human Rights

*The Bachelor of Global Studies is no longer offered as a conjoint with the Bachelor of Communication

For enrolment information email:

studentinfo@auckland.ac.nz

Duration

Full time: 3 years

Part-time study available

Your conjoint options:

Bachelor of Communication



Bachelor of Arts



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