



Bachelor of Communication

BC



Why the BC?

Communication is more important than ever.

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

Choose a major

COMMUNICATION AND SOCIAL CHANGE

Do you want to affect social change? Are you interested in 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? Explore equitable and accessible design, consider the future of digital communication and Indigenous perspectives on technology and data.

COMMUNICATION IN LEADERSHIP

Develop effective communication skills that unites people to address challenges and find creative solutions to shared goals. You will also learn about conflict resolution, negotiation, and communication strategies.



“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

Careers

Communication graduates are highly desired. Find work in advertising, filmmaking, TV production and journalism. Or become an events planner, social media executive, or researcher. Navigate the digital media landscape, in government and public sector positions and in the marketing and public relations sector. Develop a comprehensive portfolio throughout your degree, and opportunities for professional placements in your third year strengthen your career options.



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. Each year, you will take core courses which develop specialist skills and knowledge across various media forms to gain a diverse range of experiences and perspectives.



STAGE 1 COURSE*

COMMS 101 – Understanding Communication in Māori and Pacific Worlds

Introduces principles and practices of communication relevant to the unique cultural landscape of Aotearoa New Zealand. Students will explore communication in the context of te ao Māori and Pacific cultures, ethical issues related to bicultural communication, and the significance of Te Tiriti o Waitangi for communication practitioners.

STAGE 2 COURSE*

COMMS 212 – Narratives of Social Change

Investigates how the presentation of information shapes public attitudes and behaviours. Explores how public communication via news, social media and public awareness campaigns influence public understanding, engagement and behaviour. Key ideas explored in this course include: discourse; framing; rhetoric; and the interplay of words, images and sounds in multimodal communication.

STAGE 3 COURSE*

COMMS 313 – Principles and Practices of Social Communication

Develops skills in communicating effectively and ethically to promote positive social change. Students will develop a critical understanding of different media and produce communication strategies relating to real-world social issues. The course also looks at processes for evaluating the effectiveness of social communication, such as carrying out stakeholder consultation and audience testing.



Get excited about your course options:

- Communication, Technology and Culture
- Communicating Your Way: Platforms, Organisations, Communities
- Documentary and Social Change
- Design for Equity, Accessibility and Justice



Available conjoint:

- Bachelor of Arts

**Course availability may be subject to change. For a full list of courses and up-to-date information visit our website. Published June 2025.*

“Doing an internship was a good opportunity to get real-life industry experience. It’s sometimes hard to get a gauge on what kind of job you want to do as a student, so having this opportunity was a great way to take a step into the industry and to start building experience in a certain area.”

EVELYN YANG

Comms 307: Communication Internship

“In my study, I have focused particularly on how leaders communicate and how this affects and influences positions of leadership.

“I have always wanted to learn how interpersonal and mass communication affect our daily lives, and how important communication is in every sector of the world.”

MEHAK SEGHAL

Student: Bachelor of Communication, majoring in Communication in Leadership

