

# Weekly Career News

## TERM FOUR

Tuesday 17 November 2015

### FOCUS ON CAREERS IN MEDIA AND COMMUNICATIONS



Transferable skills, thinking outside the square, endless job opportunities, communicating with people locally and globally, innovation and challenging the 'status quo', being socially aware- what's not to love about studying courses related to media and communication?

If you love subjects like literature, LOTE, media, VISCOM, psychology, business, sociology, politics etc., you should consider exploring course options in media and communication. The following are three course and career areas you can consider:

#### Marketing and advertising:

- **Is this for me?** This suits highly creative people who have excellent communication skills.
- **In a nutshell:** Essentially, you work with businesses and not for profit agencies to come up with innovative ways to market and advertise their products.
- **What will I study?** Courses can involve subjects and specialisations in: branding and identity design, consumer behaviour, graphic design, copywriting, cultural studies, web design, logo development, typography, market research and media planning.
- **What are the occupations?** Job titles include: brand manager, marketing analyst, digital manager and advertising executive. You could work in areas like health promotion, coordinating political marketing campaigns, acting as a branding consultant for major corporations and also in international advertising and marketing.



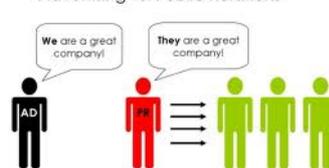
### FOCUS ON CAREERS IN MEDIA AND COMMUNICATIONS



#### Public Relations

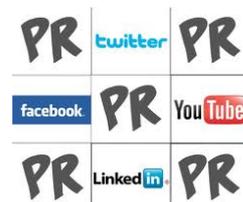
- **Is this for me?** This suits people who have excellent communication skills, have the gift of the gab, enjoy communicating with people from different backgrounds, enjoy research and problem solving and are well groomed.
- **In a nutshell:** Essentially, you work with individuals and businesses to manage their public perception, risk manage any potential problems, liaise with media, and ensure positive media exposure.
- **What will I study?** Courses can involve subjects and specialisations in: events management, campaign planning, global public relations practice, crisis and risk management and media relations.
- **What are the occupations?** Job titles include: media adviser, public image consultant, campaign manager, elite athlete manager, product publicity officer, and strategic planner. You may work closely with professionals in graphic design, marketing and communication design.

#### Advertising vs. Public Relations



Source: John Moore Brand Authority

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#### Journalism

- **Is this for me?** This suits people who have excellent written and verbal skills, love research, enjoy following the news and exploring social issues, can work to deadlines, and have a thirst for knowledge.



## FOCUS ON CAREERS IN MEDIA AND COMMUNICATIONS

### Journalism Cont...

- **In a nutshell:** Essentially, you research a topic in depth and report on it through a variety of mediums such as print, online, television and radio. There are many areas you can specialise in.
- **What will I study?** Courses can involve subjects in: audio and video production, communications, media (broadcast and print), media studies, radio communication and television/studio production.
- **What are the occupations?** Journalists can specialise in a variety of areas such as media, news, travel, sports, investigative, documentary, and photo.

**Other course and career areas** in Media and Communication include publishing, technical writing, professional writing and media studies.

Some courses like strategic communication and professional communication incorporate several areas of media and communication, so you graduate with a wide breadth of skills and you can fully explore your interest areas.

To research media and communication courses and occupations, go to The Good Universities Guide, <http://bit.ly/1N6a3Pk>



## VOCATIONAL & HIGHER EDUCATION NEWS

**Interested in physical education AND outdoor education?** Federation University will offer the only double degree of its kind in Victoria starting in 2016 – Bachelor of Health and Physical Education/ Bachelor of Outdoor and Environmental Education. Upon graduation, you will be able to teach Health, Physical Education and Outdoor Education at a secondary school, or work at an outdoor education centre, or with councils to improve the health of their communities. For information on the course, go to <http://bit.ly/1PUEOEm>

## VOCATIONAL & HIGHER EDUCATION NEWS

**What kind of job will I be able to do when I graduate?** This is a question that many young people consider when they are researching Bachelor degree options. Deakin University has just released their new digital content hub called *this*. The hub features stories about graduates working in exciting careers and also explores topics of interest. Current topics and career areas include:

- What it's like to discover a new insect
- The perils of pursuing the perfect digital identity
- How to land your dream graduate job
- Robots – friend or foe?
- What it takes to lead in a crisis
- Artificial intelligence for sports fans.

To view the articles and subscribe to the page, go to <http://this.deakin.edu.au/>

**Interested in sport?** Deakin University has just announced they will be constructing an elite sporting precinct at the Geelong Waurn Ponds campus featuring facilities such as an MCG-sized AFL oval, FIFA-grade soccer pitch, eight-lane 400 metre athletics track and stunning outdoor, trackside teaching facility, <http://bit.ly/1j34mDG>

**Passionate about science?** Australian Catholic University is offering three new double degrees from 2016 in Biomedical Science, <http://bit.ly/1ONdeMd>

- **Bachelor of Biomedical Science/Bachelor of Applied Public Health:** targeted to students who are interested in the health of individuals and communities.
- **Bachelor of Biomedical Science/ Bachelor of Laws:** Will provide students with the legal knowledge and skills for modern law practice, along with the knowledge of biomedical science allowing legal knowledge to be applied to health related issues such as health and disease, epidemiology, health care ethics and health research.
- **Bachelor of Biomedical Science/Bachelor of Business Administration:** Will develop in students an understanding of business management and the workings of organisations that will enhance their professional careers in a range of biomedical contexts across a range of organisations.

## VOCATIONAL & HIGHER EDUCATION NEWS

**Not sure where a degree in science can take you?** Australia National University has developed a short video, which gives an overview of science at the University - <http://science.anu.edu.au/bsc>. They have also developed a science 'career wheel', which lists 6 major science areas, Bachelor degrees you can undertake at the University, and graduate careers for each area. Go to <http://bit.ly/1WVdey6> to download the flyer.



### Bachelor of Arts internships at Monash University:

Monash Arts offers and encourages internships for all students. Students gain course credit, practical experience and a great networking opportunity. Opportunities currently available to students can be viewed on the internships website - <http://bit.ly/1WVjIwT>

**Interested in law and global studies?** Monash University will be offering the double degree – Bachelor of Laws (Honours)/Bachelor of Global Studies from 2016. You can choose from one of three specialisations in the Global Studies degree:

- International Studies
- International Relations
- Global Cultural Literacies

Students will have unique expertise by combining their law studies with an enhanced knowledge of the complex challenges facing cultures and communities around the world such as peace and conflict, the rich-poor gap, and crime and justice. For information on this new course, go to <http://bit.ly/1HT2p3g>

### The Victorian College of the Arts & Melbourne Conservatorium of Music's Annual Summer School:

This program will run between 11 – 22 January and Summer Schools are generally 3 – 5 days in length. Summer Schools are available in: Theatre, Music Theatre, Film & TV, Pop Song Writing, Dance, Musicianship, Visual Art and Gaming. For information and to book your place, go to <http://bit.ly/1HT4SuD>

## UPCOMING EVENTS

### NOVEMBER EVENTS

- **25 – 26: Graduate Exhibition and Parade**, Whitehouse Institute of Design, <http://bit.ly/1WrZEOT>
- **22 – 27: Residential Indigenous Science Experience (RISE) Program**, [www.gtac.edu.au/rise/](http://www.gtac.edu.au/rise/)
- **25 – 27: ConocoPhillips Science Experience**, University of Melbourne, Dookie Campus, focused on agricultural science, <http://bit.ly/1LQHW0L>

### DECEMBER EVENTS

- **29 Nov – 20 Dec: Trinity Young Leaders Summer School**, Trinity College, University of Melbourne, <http://bit.ly/1Zu9RNm>
- **15 – 18: High School Workshops**, JMC Academy, Music (15), Songwriting (16), Entertainment Business (17), Film & Television (18), Melbourne, <http://bit.ly/1jYfuD9>
- **20, 29: UMAT Medical Interviews Workshop**, NIE, Richmond, <http://bit.ly/1hztLEi>

### JANUARY EVENTS

- **ConocoPhillips Science Experience**, RMIT, University of Melbourne, Monash, Marine & Freshwater Discovery Centre, <http://bit.ly/1Wdh6oe>
- **3 – 12: National Computer Science School**, University of Sydney, <http://bit.ly/1G8vign>
- **5 – 24: Filmmaking Summer School**, University of Melbourne, <http://bit.ly/1WWWhXfp>
- **11 – 15: Champion College Summer Week**, Sydney, <http://bit.ly/1Ot4dY0>
- **11 – 22: MU Student Union VCE Summer School**, <http://bit.ly/1NjTv31>
- **13: Open Day**, JMC Academy, Melbourne, <http://bit.ly/1VNjuHy>
- **14 – 15: Summer Workshops**, Whitehouse Institute of Design, <http://bit.ly/1WrZEOT>