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.

**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 all 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 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.

**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.
Pathways to Macquarie University:

If you are planning to apply to Macquarie in the future and you are worried you won’t receive the ATAR needed to get into your course, you may be able to gain entry via one of their alternative entry schemes.

http://macquarieuniversity-recruitment.createsend1.com/t/r/I-khihk-gfslhlt-

Interested in JMC Academy? The Melbourne campus offers courses in entertainment business management, film and television production, games design and animations, and audio engineering/sound production. Read profiles on their staff here - www.jmcacademy.edu.au

Study how people become experts: The Centre for Elite Performance, Expertise and Training, at Macquarie University, investigates how people acquire skills and transition to expertise. Currently academics and students are studying expertise in areas such as sport, music, power control, rail, aviation, and driving. For more information, go to http://macquarieuniversity-recruitment.createsend1.com/t/r/I-khihk-gfslhlt-

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:


VOCATIONAL & HIGHER EDUCATION NEWS

FOCUS ON CAREERS IN MEDIA AND COMMUNICATION

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.

**Meet Chris Young** - He is a second year journalism student at the University of Canberra and currently writes for an online publication.

Through his course he has conducted interviews with high profile figures in Canberra such as ACT Treasurer Andrew Barr, Election Commissioner Phil Green and Chamber of Commerce director Dr Chris Peters, for a variety of different stories, ranging from political, to business and economics, to court reporting and feature articles about the local gaming scene.

Chris recently won the Cameron Thompson Scholarship and an internship at the Border Mail. Chris states- “the internship is the most exciting part of the last few years for me, it gets my foot in the door of a notably difficult industry to break into”.

Concerning his career journey, Chris feels that the most important lesson he has learnt since leaving school is that it is useless to confine yourself to one plan.

“Before I left, all I wanted to do was political journalism for a major newspaper. Coming to uni has opened my eyes to all the different kinds of journalism, all the different formats, and has made me realise that I can make my career whatever I want it to be, that if I am committed enough and good enough I can write about anything I want.”
Property Courses at Box Hill: In 10 weeks become an Agent’s Representative; continue on and in 7 months achieve a Certificate IV in Property Services (Real Estate). Further studies take you into Diplomas and Degrees in Property & Real Estate/Commerce. For further information email info@boxhill.edu.au

Deakin University newsletter for parents: Deakin University has developed a website just for parents. Topics covered include change of preference, exam tips, choosing the right course and there are parent newsletters. Go to www.deakin.edu.au/future-students/parents

Environmental careers guide: RMIT have developed The Guide to Environmental Careers in Australia 2010. The guide showcases the huge range of career opportunities and suggests ways to identify entry points and career pathways to the environment profession and provides pointers on where to go to get further information. To access the guide, go to www.rmit.edu.au/browse;ID=hjjh0e7h8qs1

The Good Universities Guide: assists young people to make informed decisions about university study in Australia. The guide contains information about what a degree is, what you can study and where, and it contains independent 5-star ratings and comparisons of courses and providers. To order a copy, contact Hobsons at 1800 682 133, info@hobsons.com.au

So You Want to be a Doctor? This book by Kerry Breen has been written specifically for young Australian students wishing to study medicine at an Australian University. The book is very comprehensive and will give you all the information you need to know in helping you choose the right course, to the application process to starting and getting through your degree. To order the book, go to http://shop.acer.edu.au

The Job Guide: provides comprehensive information on hundreds of occupations. For each occupation, you can find out what you do on a day to day basis, what school subjects you need, where you can study courses related to the occupation and state specific information. It is an excellent guide for young people and their parents. To order a copy, contact Hobsons at 1800 682 133, info@hobsons.com.au

Box Hill Information Sessions: Box Hill are running information sessions on the following courses in November and December: aged care, childhood education, children's services, disability, IT, youth work, VCAL and VCE. Go to www.boxhill.edu.au for dates.

NOVEMBER EVENTS

- Information sessions at Box Hill, various dates, www.boxhill.edu.au
- Information sessions at Swinburne, VCAL: Croydon (15); and Community Services: Wantirna (21), www.future.swinburne.edu.au/events
- 20: Diploma of Nursing Information Session, Australian Catholic University, acucom.melbourne@acu.edu.au
- 28 – 29: Whitehouse Graduate Exhibition and Parade, Melbourne, www.whitehouse-design.edu.au

DECEMBER EVENTS

- 18: Diploma of Nursing Information Session, Australian Catholic University, acucom.melbourne@acu.edu.au
- 18: Box Hill Change of Preference, Elgar Campus, www.boxhill.edu.au
- 2 - 16: Trinity College Young Leaders Summer School, Trinity College Melbourne, www.trinity.unimelb.edu.au/young_leaders