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 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.

**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:


What is studying Nursing and Midwifery like?
Follow Clare from La Trobe University as she undertakes a typical week of her double degree in nursing and midwifery, [www.latrobe.edu.au/courses/nursing](http://www.latrobe.edu.au/courses/nursing)

Australian Defence Force Information

- Defence Jobs YouTube Channel: Watch videos about the different roles available in the Army, Navy and Airforce here- [www.youtube.com/defencejobsaustralia](http://www.youtube.com/defencejobsaustralia)

- One Year Roles: You can work in one of 12 roles in the Army for 12 months. To find out which role is right for you and how to apply, go to [www.defencejobs.gov.au/army/one-year-roles/](http://www.defencejobs.gov.au/army/one-year-roles/)


Careers in Criminology and Justice: Navitas College of Public Safety offer the Bachelor of Social Science (Criminal Justice). Some of the career areas their students have gone into include:

- State and Federal policing
- Customs
- Para-legal work
- Court administration
- Youth justice
- Corrections
- ASIO working as intelligence officers,
- Training prison officers in the United Arab Emirates, and
- Working with Racing Victoria investigating gambling crimes and race fixing.

For information on the course, go to [www.ncps.edu.au/](http://www.ncps.edu.au/)

Geophysics: Like rocks, exploring and investigating our planet? Enjoy Maths and Physics? Then you might want to consider Geophysics as a career. Student Edge chats to Geophysicist, Barrett to find out what a Geophysicist is, and what characteristics and pathway are required to get into this career, [https://studentedge.com.au/career-life/career-video/c0b22d2d-efb2-4c37-8d1f-a3b00019a9ae](https://studentedge.com.au/career-life/career-video/c0b22d2d-efb2-4c37-8d1f-a3b00019a9ae)
Pathways to courses at Australia National University: If you are concerned you won’t receive the ATAR necessary to gain entry into your desired course at ANU, there are several pathway options to consider. For information, go to http://students.anu.edu.au/applications/pathways.php.

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://mq.edu.au/study/undergraduate/getting_in/

UNSW program for gifted and talented students: UNSW, Sydney is hosting a three-day program for academically gifted students in Years 7 – 10 called Scientia Challenge. The program features a range of workshops taught over three days. The level of difficulty in the courses is aimed at two years higher than the students’ grade level, providing a rigorous and challenging program. The program will be held 20 – 22 January 2015, https://education.arts.unsw.edu.au/about-us/gerric/for-gifted-students/

University Newsletters for Secondary Students
Stay up to date with future student news by subscribing to receive regular newsletters delivered via email:

- UNSW, http://unsw.us6.list-manage.com/subscribe?u=a8f413ea842f87cb70f1566f9&id=461df25b24
- Monash University, www.destination.monash/

Interested in studying music, performing arts, film etc.? The Victorian College of the Arts and the Melbourne Conservatorium of Music offer undergraduate degrees in creative disciplines such as dance, animation, screenwriting, production, theatre practice, visual art and music. Their students have the opportunity to undertake overseas exchange through the Global Atlier Program. Click on the following link to learn about this amazing program - http://youtu.be/qcd4cbVzVc?list=UUdRvFNV5x6qeRowOvcpASIQ

Have you considered studying songwriting? From 2015, JMC Academy will be offering vocational and higher education studies in songwriting. For information about the course, go to www.jmcacademy.edu.au/Course/Song-Writing.cfm

Interested in how the human body works? The University of Tasmania offers the Bachelor of Medical Research, which is the first named degree of its kind in Australia. The degree aims to “prepare students for careers in medical research by providing an understanding of the structure and function of healthy human cells, tissues, organs and systems, as well as of the abnormal genetic, cellular and systemic changes that characterise human diseases and conditions. For information about the course, go to www.utas.edu.au/courses/

Do you have a passion for agriculture? If you are in Years 9 – 12 and are planning to study agricultural science in the future, you can join the University of Melbourne ‘Pre-Ag Club’. You will be able to:

- Attend University run lectures and practical sessions
- Meet with leading academics and students
- Connect with students who share your interests
- Discover the benefits of a career in agricultural sciences.

To join, go to http://fvas.unimelb.edu.au/study/pre-ag-club
Four scholarship programs for high achievers:

- **University of Canberra**: Outstanding Scholars Program, [www.canberra.edu.au/](http://www.canberra.edu.au/)
- **La Trobe**: Hallmark Program, [www.latrobe.edu.au/study/hallmark-program](http://www.latrobe.edu.au/study/hallmark-program)
- **Swinburne**: Vice Chancellor’s Excellence and Dean’s Outstanding Achievement Scholarships, [www.future.swinburne.edu.au/scholarships/](http://www.future.swinburne.edu.au/scholarships/)
- **Victoria University**: Chancellor’s Scholarships, [www.vu.edu.au/scholarships](http://www.vu.edu.au/scholarships)

Are you in years 7 – 12? Do you want to work with animals? Healesville Sanctuary and Werribee Open Range Zoo present a day of activities where you get to work alongside their Zookeepers and Vets. You will be able to:

- Help with food preparation
- Assist with animal enrichment
- Help with enclosure maintenance
- Listen to Keeper talks
- Do animal health checks
- Handle animals safely

**Keeper for a Day, Healesville Sanctuary:**
January 13, 14, 20, 21

**Vet for a Day, Healesville Sanctuary:**
January 14, 15, 21, 22

**Zoo Keeper for a Day, Werribee Open Range Zoo:**
Zoo: January 14, 16, 20, 21, 23


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### NOVEMBER EVENTS

- **RMIT Art and Design Exhibitions**: Events are running throughout November and December, [www.rmit.edu.au/events/admdexhibitions](http://www.rmit.edu.au/events/admdexhibitions)
- **Media Bootcamp**, Sugoi Media, applications now open, [www.sugoimedia.com/mini-media-bootcamp](http://www.sugoimedia.com/mini-media-bootcamp)

### DECEMBER EVENTS

- **JMC Academy**, hands-on workshops, [www.jmcacademy.edu.au/](http://www.jmcacademy.edu.au/)

### JANUARY EVENTS

- **12 – 22: Discover Architecture**, University of Technology Sydney (UTS), [www.utsarchitecture.net/discoverarchitecture/](http://www.utsarchitecture.net/discoverarchitecture/)