Entertainment industries are constantly changing, especially in the digital era. This course equips you with the critical thinking skills and professional know-how to successfully navigate the dynamic creative practices, industrial structures and legal mechanisms in such global industries as film, television, music, games and sports, among others.

By graduation, you will learn how to research, implement and critically assess a range of strategic activities, from identifying talent, developing pitches and negotiating contracts, to engaging culturally diverse audiences and evaluating the impact of new technologies.

Strong industry involvement is a key feature of the course from the very first year, which means you will benefit from expert, practical advice, original and engaging learning opportunities, and direct contact with leading media and entertainment professionals.

Your studies will be rounded by the choice of either a second major, which is a sequence of eight units from another study area, or minors and electives such as work integrated learning, internships or international study tours that allow you to graduate work ready through engagement with the industry. In the final year, you will conduct a year-long project under direct consultation and mentorship from an industry partner.

**Why choose this course?**

Entertainment is everywhere. Digital platforms like Netflix, Spotify, YouTube, and even PlayStation provide audiences with countless hours of entertainment. Yet, more familiar players, like national broadcasters, sports teams and local music festivals remain popular, too. With so many opportunities for creative and commercial success, a career in the entertainment industries has never been more exciting for aspiring creative professionals.

This one-of-a-kind course is your roadmap through the complexities of global entertainment.

**Real-world learning**

This course is one of the first and only courses of its kind. It was developed in close collaboration with key entertainment industry professionals and draws heavily from the research of top scholars in the School of Communication, including the Digital Media Research Centre.

You will graduate real-world ready with studies covering a wide range of areas from communication theory and practice, law, social media, global media, project management and crisis issues. As such, you will interact throughout the course with industry leaders and the very best teachers in the field. You will also benefit from an original and engaging curriculum design that includes fully integrated work experiences, practical hands-on projects, global study excursions and cutting-edge research.

**Learn from the best**

Your coursework, which is taught by leading industry researchers in the School of Communication, will equip you with the critical thinking skills and professional know-how necessary for a successful career in the media and entertainment industries. You will learn different industry structures and functions; common professional roles and practices; how to manage individual talent and creative teams; how to identify, develop,
and pitch creative ideas; changing sales
and distribution models; transformations
in audience behaviours and engagement
techniques; basic legal principles; and the
socio-cultural impact of different
entertainment practices and forms.

Entry requirements
Prerequisites
Satisfactory completion of Year 12 in an
Australian school system or equivalent.

Minimum English
requirements
Students must meet the English
proficiency requirements.

<table>
<thead>
<tr>
<th>IELTS (International English Language Testing System)</th>
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<tbody>
<tr>
<td>Overall</td>
<td>6.5</td>
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<tr>
<td>Listening</td>
<td>6.0</td>
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<tr>
<td>Reading</td>
<td>6.0</td>
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<td>Writing</td>
<td>6.0</td>
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<tr>
<td>Speaking</td>
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Course structure
To meet the course requirements of the
Bachelor of Communication
(Entertainment Industries), you must
complete a total of 288 credit points,
made up of:

- entertainment industries major (144
  credit points)
- four core units (48 credit points)
- complementary studies: a second
  major (96 credit points), two minors
  (48 credit points each), or one minor
  (48 credit points) and 48 credit
  points chosen from unit options
  (electives).

Study overseas
Study overseas while earning credit
towards your QUT creative industries
degree with one of our worldwide
exchange partners.

Overseas study can be for one or two
semesters (or during the semester break)
and the units you take can be in a
creative or non-creative discipline area,
depending on how they match with your
QUT course.

Careers and outcomes
Graduates work as producers,
researchers, publishers, agents and
promoters in diverse areas such as film
and television, large-scale performances,
radio programming, cultural and games
productions, theme parks and more.

You will be qualified for roles in
organisations that produce entertainment
or become self-employed in generating
new entrepreneurial forms of
entertainment for the future.

Double degrees
Enhance your opportunities in the local
and global entertainment industries or
position yourself for unique roles drawing
on your combined skills. Choose a
double degree with:

- **business** where business acumen
  will enhance your career
  opportunities in local and global
  entertainment industries. Options
  include managing specific
  entertainment projects or
  investigating the broader patterns of
  international entertainment.
- **law** where with your combined
  knowledge you may work as a
  lawyer specialising in clients in the
  media and communication arena,
  intellectual property lawyer,
  defamation lawyer, entertainment
  director, producer, publisher, or in-
  house lawyer for an organisation
  specialising in events, large-scale
  performances or theme parks.

Scholarships
You can apply for scholarships to help
you with study and living costs.

- Creative Industries International
  Scholarship
- Equity scholarships scheme
- QUT Sport Scholarship (Elite
  Athlete)

Research pathways
Turn your creative interests and
professional expertise into a postgraduate
research degree to master new
techniques, skills and research methods.
Complete your research as either a thesis
or a practical industry-focused creative
work, with a written component.