You’ll begin with core units that equip you with skills and knowledge of the theoretical and practical requirements for careers in the communication industries, and provide a platform for advanced study. You will learn how digital media is shaped by a range of factors including globalising media markets, questions of national culture and identity, and digital disruption. Your studies will help you develop a wide skill set including becoming an effective oral communicator and discerning listener, through to understanding quantitative and qualitative research methods.

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.

Why choose this course?
Digital media is rapidly changing technology, business, and legal landscapes. The Digital Media major will help you stay ahead in this dynamic environment, whether your goal is to be a digital disruptor/entrepreneur, digital content creator, or leading edge analyst in the world of big data.

This course lets you combine communication studies with an emphasis on digital innovation, practical skills, and industry placements and connections.

Real-world learning
Gain industry experience through internships and work placements in government departments and agencies as well as media, advertising and public relations organisations. Students have completed placements with Network Ten, Brisbane Festival, Hyperplex Cinemas and BBS Communications Group.

You will learn from teaching staff who are actively engaged in leading-edge research with a global academic reputation in media and communication. Their real-world focus ensures that you graduate with specialist knowledge in a growth area, and understand the function and influence of the media industry, as well as developing skills that are transferable across a range of industries.

Throughout your course you will work on real-world projects that advance your future employability, using the skills and capabilities developed throughout your degree to contribute content to a real-world industry, research, or corporate website.

Assumed knowledge
Before you start this course we assume you have sound knowledge in these areas

- English

We assume that you have knowledge equivalent to four semesters at high school level (Years 11 and 12) with sound achievement (4, SA).

Course structure
To meet the course requirements of the Bachelor of Communication (Digital Media), you must complete a total of 288 credit points, made up of:

- a digital media major (144 credit points)
- four core units (48 credit points)
Bachelor of Communication (Digital Media)

- 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 in marketing communications, public relations or corporate communications, or in advertising as sales executives for media outlets, or as media planners and buyers. Careers also exist in audience and market research, media policy development, as digital strategy planners, and digital content managers.

Double degrees

Take advantage of the rising demand for digital media skills across all industries by combining this course with a second degree in -

- Business to take advantage of rising demand for the combination of digital management and analytical skills with business project and planning roles across industry and government.
- Information technology to develop a career in web design, graphic design, web application development, illustration, video production and post-production, game design, project management or social media management.
- Justice where digital media skills are a valuable addition for roles in law enforcement, government and private sector intelligence and security agencies, crime prevention agencies, and a range of community and government organisations.
- Law to apply your legal expertise to jobs in the communication industries or use your digital and social media skills in specialist legal practices such as privacy, freedom of speech, litigation or criminal law.

Fees

HECS-HELP

You may be eligible for HECS-HELP, a loan scheme to help you pay your course fees, if you are an Australian citizen or hold an Australian permanent humanitarian visa. For other conditions read the HECS-HELP information.

Student Services and Amenities Fee

You’ll need to pay the student services and amenities fee as part of your course costs. You may be eligible for SA-HELP, a loan scheme to help you pay your student services and amenities fee, if you are an Australian citizen or hold an Australian permanent humanitarian visa. For other conditions read the SA-HELP information.

Scholarships

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

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

Research pathways

QUT is a world-leader in media and communication research through the Digital Media Research Centre. If you are a high-achieving student, you may like to consider research pathways including the option to progress to a PhD.

This information has been prepared for Australian and New Zealand citizens and those with Australian permanent resident status. Some courses are not open to international students, and entry requirements and fee information may be different. For more information and to check if a course is available, international students should visit www.qut.edu.au/international. Last updated on: 18/10/2019. Information contained in this document was correct at the time of printing. The university reserves the right to amend any information, and to cancel, change or relocate any course. CRICOS No.00213J