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,
Bachelor of Communication (Entertainment Industries)

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>
<th>Overall</th>
<th>Listening</th>
<th>Reading</th>
<th>Writing</th>
<th>Speaking</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6.5</td>
<td>6.0</td>
<td>6.0</td>
<td>6.0</td>
<td>6.0</td>
</tr>
</tbody>
</table>

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.

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.