

■ Undergraduate and TAFE

SWIN
BUR
NE

SWINBURNE
UNIVERSITY OF
TECHNOLOGY

Arts, Psychology and Social Science

swinburne.edu.au



ADVERTISING
COMMUNICATIONS
JOURNALISM
MEDIA STUDIES
POLITICS
PROFESSIONAL
WRITING AND
EDITING
PSYCHOLOGY
PUBLIC RELATIONS
SOCIOLOGY

Humanities with a practical twist

A Swinburne humanities qualification could be your entry point into a wide range of exciting career opportunities. You will discover why different things drive different people, learn about human interaction and behaviour, and explore the connections between psychology, social science and communication.

Swinburne's focus on practical education and our strong links with industry ensure that you are prepared for every challenge you will face in your future career. Our programs will develop your critical thinking skills, enabling you to thrive in professional work environments.

Swinburne's humanities courses are multidisciplinary, ensuring that you will learn to see and experience the world from a range of perspectives. Your undergraduate studies at Swinburne will prepare you for both higher-level further study and future employment, equipping you with a set of skills that are desirable to employers.

Whether you'd like to work in an ad agency, write for a newspaper, develop communications strategies for a not-for-profit organisation or work in forensic psychology, Swinburne's humanities courses will help you discover your potential, challenge conventions and get started in your chosen profession.

You may enjoy a career in the humanities if you're interested in:

- the media
- understanding what motivates people
- writing
- blogging, the internet and social media
- social justice
- improving your community
- social groups and interactions
- the human mind and human behaviour
- history
- politics
- philosophy
- researching ideas and theories.

A Swinburne humanities course can help you to build your skills in:

- researching
- writing
- communication
- project management
- independent thinking
- attention to detail
- relationship management.



Study abroad

Swinburne offers an extensive range of international study opportunities for both TAFE and degree students.

For more information visit www.swinburne.edu.au/abroad



How we prepare you for your career

Swinburne works closely with industry groups to develop course content, which means we understand exactly what employers are looking for and can ensure the skills you learn are those employers want.

Our teachers are experienced in their industries and experts in their field, so you get the best possible chance to be skilled in the very qualities employers look for. What's more, our involvement with industry and constant monitoring of employment trends means our courses address skills shortage areas, meaning when you graduate you're likely to be highly employable.

Courses at a glance

KEY									
ATAR		PREREQUISITES		CAMPUSES		DURATION		APPLY	
n/a	Data not available	MATH	Mathematics	H	Hawthorn	Courses are full-time or part-time in years.		V	VTAC
New	New course			L	Lilydale	F	Full-time	D	Direct
RC	Range of criteria			P	Prahran	P	Part-time		

STUDY AREA	COURSE	ATAR	PREREQUISITES	CAMPUS	DURATION	APPLY	PAGE
ARTS, PSYCHOLOGY AND SOCIAL SCIENCE – UNIVERSITY DEGREES							
Advertising	Bachelor of Communication (Advertising)	65.40	20 in English (any)	L and P	3F 6P	D or V	8
Arts	Bachelor of Arts	65.00	20 in English (any)	H	3F 6P	D or V	8
Communication	Bachelor of Communication	71.00	20 in English (any)	L and P	3F 6P	D or V	9
	Bachelor of Professional Communication	New	20 in English (any)	L	3F 6P	D or V	9
Communication/ Social Science	Bachelor of Communication/Bachelor of Social Science	72.10	20 in English (any)	L and P	4F 8P	D or V	10
Journalism	Bachelor of Arts (Journalism)	70.05	20 in English (any)	H	3F 6P	D or V	10
Media and Communications	Bachelor of Arts (Media)	65.25	20 in English (any)	H	3F 6P	D or V	11
	Bachelor of Arts (Media and Communications)	65.25	20 in English (any)	H	3F 6P	D or V	11
Media Studies	Bachelor of Communication (Media Studies)	65.40	20 in English (any)	L and P	3F 6P	D or V	12
	Bachelor of Social Science (Media Studies)	n/a	20 in English (any)	L	3F 6P	D or V	12
Politics and Public Policy	Bachelor of Arts (Politics and Public Policy)	65.25	20 in English (any)	H	3F 6P	D or V	12
	Bachelor of Social Science (Politics and Public Policy)	65.25	20 in English (any)	H	3F 6P	D or V	12
Psychology	Bachelor of Arts (Psychology)	70.00	20 in English (any)	H	3F 6P	D or V	13
	Bachelor of Social Science (Psychology)	70.05	20 in English (any)	H	3F 6P	D or V	13
	Bachelor of Social Science (Psychology)	60.25	20 in English (any)	L	3F 6P	D or V	14
Psychology – Forensic Science	Bachelor of Arts (Psychology and Forensic Science)	72.00	20 in English (any)	H	3F 6P	D or V	14
	Bachelor of Social Science (Psychology and Forensic Science)	72.55	20 in English (any)	H	3F 6P	D or V	14
Psychology and Psychophysiology	Bachelor of Arts (Psychology and Psychophysiology)	72.20	20 in English (any) and MATH (any)	H	3F 6P	D or V	15
Psychology – Sport Science	Bachelor of Arts (Psychology and Sport Science)	New	20 in English (any)	H	3F 6P	D or V	16
	Bachelor of Social Science (Psychology and Sport Science)	New	20 in English (any)	H	3F 6P	D or V	16
Public Relations	Bachelor of Communication (Public Relations)	65.05	20 in English (any)	L and P	3F 6P	D or V	16
	Bachelor of Social Science (Public Relations)	n/a	20 in English (any)	L	3F 6P	D or V	17
Social Science	Bachelor of Social Science	65.40	20 in English (any)	H	3F 6P	D or V	17
	Bachelor of Social Science	55.90	20 in English (any)	L	3F 6P	D or V	18
Sociology	Bachelor of Arts (Sociology)	65.90	20 in English (any)	H	3F 6P	D or V	18
	Bachelor of Social Science (Sociology)	65.90	20 in English (any)	H	3F 6P	D or V	18
	Bachelor of Social Science (Sociology)	n/a	20 in English (any)	L	3F 6P	D or V	19
Dean's Scholarship	Dean's Scholarship – Faculty of Life and Social Sciences	New	Minimum ATAR of 95.00	H	Varies	V	19
	Dean's Scholarship – Faculty of Higher Education, Lilydale	89.90	Minimum ATAR of 88.00	L	Varies	V	19
Vice-Chancellor's Scholarship	Vice-Chancellor's Arts and Social Sciences Scholarship	97.45	Minimum ATAR of 97.00	H, L	Varies	V	19
ARTS, PSYCHOLOGY AND SOCIAL SCIENCE – TAFE COURSES							
Journalism	Diploma of Screen and Media – Integrated Journalism stream	RC	VCE or mature age	P	1F	D and V	10
Liberal Arts	Diploma of Liberal Arts incorporating Certificate IV	RC	VCE or mature age	L, P	2F 4P	D or V	11
Professional Writing and Editing	Certificate IV in Professional Writing and Editing	RC	VCE or mature age	L, P	1F	D or V	13
	Diploma of Professional Writing and Editing	RC	VCE or mature age	L, P	1F	D or V	13

University

Swinburne's personalised approach to learning puts you at the heart of everything we do. Our degrees give you the skills you need – not just the theory – so you'll have first-hand knowledge of what's needed when you start work. Our flexible course structure lets you shape your education to suit your own aspirations.

Swinburne's Professional Learning Model

Our Professional Learning Model lets you learn by doing and prepares you for professional life after university. We give you strong career skills, up-to-date knowledge of your chosen profession and as much exposure to the real world as possible as you study for your degree.

Flexible course structure

Our flexible course structure allows you to add depth and breadth to your degree, by letting you choose from an extensive range of subjects from different disciplines.

Majors

Most three-year degrees at Swinburne comprise 24 units of study. You undertake the majority of these units in your primary area of study, which becomes your major.

Your major allows you to broaden your knowledge in a particular area. The number of subjects in a major may vary between courses.

Minors

A minor is a set of subjects (shorter than a major) studied throughout a degree. The number of subjects in a minor may vary between courses.

Studying a minor will allow you to expand your career options by adding another area of expertise. You can also add depth to your qualification by studying units related to your major.

Elective units

The remaining units that make up your degree are called elective units, which you can use to explore related or non-related areas of interest.

Depending on your course structure and timetable availability, you may be able to use these units to complete a double major, a major and a minor, or a major with two minors.

Please note that some four-year degrees may not offer the same flexibility.

Summer and Winter terms

Swinburne's Summer and Winter terms give you the flexibility to spread out your study load to fit around your work and life commitments or finish your course sooner. You can also*:

- add breadth or depth to your degree by completing a minor
- undertake single units of study to explore areas of interest
- take a study tour to Kuching, Malaysia, home to Swinburne's Sarawak campus.

www.swinburne.edu.au/summer-winter

** Some of these options may not be available for all programs.*

Industry-Based Learning

Swinburne's Industry-Based Learning (IBL) program gives you real-world experience during your undergraduate degree. IBL is a six- or 12-month paid work placement in the industry you're interested in pursuing as a career path. It is an opportunity to gain real-life experience in your chosen field.

IBL gives you a distinct advantage over other graduates. Combining tertiary qualifications with practical experience can better prepare you for the opportunities and challenges of professional life, and allow you to develop practical skills and an understanding of how your chosen industry works.

Please note: IBL is not available to international students due to student visa conditions.

Final-year Capstone Projects

Capstone Projects are professionally focused, real-world team projects normally completed in your final year of study.

Capstone Projects give you a chance to identify your strengths and develop the skills you will need to succeed once you graduate.

www.future.swinburne.edu.au/capstone

Careers in the Curriculum

Swinburne's free Careers in the Curriculum program helps you develop your career-planning skills. You will develop a personal study and career plan and explore available job options, while also getting invaluable practical advice on job applications, résumé preparation and interviews.

www.future.swinburne.edu.au/careers



TAFE

Whether you are a young person preparing for your first job or an older person looking to re-train or take the first step in a career change, TAFE could be the right choice for you. TAFE courses help you to build the practical skills and technical expertise that make you employable.

At Swinburne, we offer TAFE practicality with the support of a top-ranking university environment. And with flexible study options including online, blended learning programs (a combination of on- and off-campus study), workplace delivery and part-time study, our TAFE courses can fit in with your life and work.

Choosing the right qualification

The course you choose depends on your current level of knowledge and what you want to achieve. It is also possible to pathway between levels as your skills and knowledge grow.

Foundation level

If you left school before completing Year 12 or missed out on the basics, a foundation course may suit you.

Certificate I and II

Courses at this level provide basic training in a specific industry area. The courses aim to get you started in an industry or provide the specific skills your employer wants. Many Certificate I and II courses are pre-apprenticeships.

Certificate III and IV

Certificate III and IV courses provide entry into various trades, traineeships or other jobs that require skills and knowledge beyond a basic level.

Diploma and advanced diploma

Courses at this level help you to progress to a university degree or get started in a paraprofessional job. Or they might give you the skills to get a promotion, or the confidence to handle increased expectations at work.

Preparation for your career

Swinburne's TAFE graduates are in demand by employers because they are industry ready. During your course, you'll work to real-world expectations, using the equipment and technology you'll encounter once you start your job.

All of our programs have work-based elements, which can include work placements and projects, work scenarios and simulations to ensure you are work ready.



University study skills

If you decide to progress from a TAFE diploma or advanced diploma course to a university degree, to help you make a successful transition Swinburne offers a program in Advanced University Study Skills. The program is designed to help you familiarise yourself with the typical study skills needed to best manage the pressures and challenges of degree-level study.

For more information visit www.swinburne.edu.au/uniskills



Pathways from TAFE to degree courses

Offering both TAFE and bachelor degree courses, Swinburne makes it easy to pathway from TAFE to a degree course while ensuring that you get the maximum benefit from your previous studies.

Guaranteed Entry Scheme

The Guaranteed Entry Scheme (GES) gives Swinburne diploma and advanced diploma students guaranteed entry into a selected range of Swinburne undergraduate degree courses. You'll receive credit for your studies, fast-tracking you into later stages of the degree.

Depending on the TAFE program you complete, you can choose from a selected range of undergraduate degrees. For a guide to the available degrees, see the table below, or for a full listing refer to www.swinburne.edu.au/ges

Pathways Direct

If you meet the entry requirements, you may be eligible to pathway into university via the Pathways Direct Scheme, which opens up a greater number of courses and specialisations to you. The level of credit granted depends on the relevance of your TAFE qualification to the degree program you are enrolling in. Refer to the table below for a guide to the maximum credit exemptions you may receive. Preference for entry into a degree course is given to those with a credit grade average (65% or above) and no fails in their final year of study.

Credit transfer

If you have completed a qualification at another Australian or international institution you may be eligible to receive credit and enter a degree with advanced standing. To find out if you are eligible, speak to an adviser on 1300 275 794.



KEY	
H	Hawthorn
L	Lilydale
P	Prahran
GES	Guaranteed Entry Scheme

TAFE COURSE	CAMPUS	UNIVERSITY DEGREE	CAMPUS	PATHWAY SCHEME	MAXIMUM UNIT EXEMPTION	MINIMUM TIME TO COMPLETE DEGREE
ARTS, PSYCHOLOGY AND SOCIAL SCIENCE						
Diploma of Liberal Arts	L, P	Bachelor of Arts	H	GES	8 units	2 yrs
		Bachelor of Business	L	GES	8 units	2 yrs
		Bachelor of Commerce	H	GES	8 units	2 yrs
		Bachelor of Communication (Advertising)	L & P	GES	8 units	2 yrs
		Bachelor of Communication (Media Studies)	L & P	GES	8 units	2 yrs
		Bachelor of Communication (Public Relations)	L & P	GES	8 units	2 yrs
		Bachelor of Social Science	H	GES	8 units	2 yrs
		Bachelor of Social Science (Media Studies)	L	GES	8 units	2 yrs
		Bachelor of Social Science (Public Relations)	L	GES	8 units	2 yrs
Diploma of Library/ Information Services	P	Bachelor of Business (Public Relations)	L	GES	8 units	2 yrs
		Bachelor of Commerce	H	GES	8 units	2 yrs
		Bachelor of Communication (Advertising)	L & P	GES	8 units	2 yrs
		Bachelor of Communication (Media Studies)	L & P	GES	8 units	2 yrs
		Bachelor of Communication (Public Relations)	L & P	GES	8 units	2 yrs
		Bachelor of Social Science (Media Studies)	L	GES	8 units	2 yrs
		Bachelor of Social Science (Public Relations)	L	GES	8 units	2 yrs
Diploma of Screen and Media – Integrated Journalism stream	P	Bachelor of Business (Public Relations)	L	GES	8 units	2 yrs
		Bachelor of Communication (Advertising)	L & P	GES	8 units	2 yrs
		Bachelor of Communication (Media Studies)	L & P	GES	8 units	2 yrs
		Bachelor of Communication (Public Relations)	L & P	GES	8 units	2 yrs
		Bachelor of Social Science (Media Studies)	L	GES	8 units	2 yrs
		Bachelor of Social Science (Public Relations)	L	GES	8 units	2 yrs

Note: This table is a guide only. Please see www.swinburne.edu.au/pathways for the most up-to-date information.

Course information

- T** TAFE course
- U** University degree

Advertising

Bachelor of Communication (Advertising) **U**

Campus: Lilydale and Prahran (students study six units at Prahran)

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 35321 (CSP), 35323 (IFP)

2011 Round 1 Clearly-in ATAR: 65.40

Advertising has become so pervasive in the new media environment of the 21st century that people hardly ever stop to think about it. But how does advertising operate? Who creates all these promotional messages? How are they devised and directed to the people advertisers intend to influence?

This degree combines central elements of advertising design and theory to help you answer these questions and many more. You will learn about effective design and strategy, advertising development and implementation and evaluation, enabling you to design advertisements that will please clients and reach your audience. Through careful matching of practical projects with appropriate theory, in line with current professional standards and requirements, this course will help you build the vital knowledge and skills you need to succeed in the complex and creative world of advertising.

Major study areas

In this course you will undertake a major in advertising (including six design units at Prahran) and combine it with either a co-major or two minors. You can choose from a range of co-majors or minors that add depth or breadth to your degree.

The major study areas include the following:

- Professional communication
- Marketing
- Design
- Visual language
- Media, advertising, sport and society
- Media planning and purchasing
- Concept development and copywriting
- Advertising issues – regulations, ethics and cultural considerations

On completion of this degree, students who have incorporated a design minor in their course will have the option of applying to study a further eight design units and graduate with an additional award in design – either Bachelor of Design (Communication Design) or Bachelor of Design (Digital Media Design).

A double degree with the Bachelor of Business or Bachelor of Social Science is also available.

Career opportunities

Graduates can expect to work in agency or in-house roles that involve providing leadership and/or major input into advertising design and implementation. Employment may be found in marketing and public relations agencies and in the sales, marketing or communication departments of large organisations, or in roles working with human resources groups in organisations that regularly advertise for students or staff.

Arts

Bachelor of Arts **U**

Campus: Hawthorn

Duration: Three years full-time or equivalent part-time.

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any). Please refer to individual course entries for specific prerequisites.

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 34321 (CSP), 34323 (IFP)

2011 Round 1 Clearly-in ATAR: 65.00

This course is designed to foster your individual development and allow you to develop research and analytical skills that can be applied to a range of situations. It provides you with the opportunity to study many different aspects of human culture and society. As an arts student, you will learn how to gather, synthesise and assess information, how to conceptualise issues and how to express yourself effectively, both orally and in writing.

As well as developing in-depth knowledge of your chosen specialities, you will develop professional skills in investigation and analysis, critical thinking and effective communication, all of which are highly valued by employers.

Swinburne also offers an honours (fourth) year for this program.

Major study areas

Depending on your major study area, you have the option of graduating with a standard Bachelor of Arts or one of the following:

- Bachelor of Arts (Digital Media)*
- Bachelor of Arts (Digital Media and Marketing)*
- Bachelor of Arts (Games and Interactivity)*
- Bachelor of Arts (Journalism)
- Bachelor of Arts (Media)
- Bachelor of Arts (Media and Communications)
- Bachelor of Arts (Politics and Public Policy)
- Bachelor of Arts (Psychology)
- Bachelor of Arts (Psychology and Forensic Science)
- Bachelor of Arts (Psychology and Psychophysiology)
- Bachelor of Arts (Sociology)
- Bachelor of Arts (Psychology and Sport Science)
- Bachelor of Arts (Sustainability Management)**

See the individual entries in this guide for an overview of each degree.

* Refer to the Digital Media brochure or www.swinburne.edu.au/courses for more information on this degree.

** Refer to the Sustainability brochure or www.swinburne.edu.au/courses for more information on this degree.

Career opportunities

Employment outcomes will depend on your choice of major. Some career options include journalism, psychology, sociology, publishing, writing, careers in local governments, radio, communications, new media, digital marketing, policy analysis and development, research, community development and administration.

Communication

Bachelor of Communication **U**

Campus: Lilydale and Prahran (students study four to six units at Prahran)

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 35011 (CSP), 35013 (IFP)

2011 Round 1 Clearly-in ATAR: 71.00

In this course you will study three distinct but related areas: media studies, public relations and design. You will receive grounding in media and media production, public relations and the impact of design on these specialised areas of communication. You will also have the opportunity to participate in hands-on projects designed to help you become work-ready and able to take on the challenges of the dynamic professional communication sector.

Major study areas

You will undertake a major in an area of specialisation and combine it with either a co-major or two minors. There is a range of co-majors and minors available, which add depth or breadth to your degree.

Depending on your selected major, you have the option of graduating with a Bachelor of Communication or one of the following specialisations:

- Bachelor of Communication (Advertising)
- Bachelor of Communication (Media Studies)
- Bachelor of Communication (Public Relations)

See the individual entries in this brochure for an overview of each degree.

On completion of this degree, students who have incorporated a design minor in their course will have the option of applying to undertake a further eight design units to graduate with an additional award in design – either Bachelor of Design (Communication Design) or Bachelor of Design (Digital Media Design).

A double degree with the Bachelor of Business or Bachelor of Social Science is also available.

Career opportunities

Employment outcomes will depend on your choice of major. Career options include advertising, public relations, journalism, radio, film and television and communications research.

Professional recognition

The public relations major is fully accredited by the Public Relations Institute of Australia (PRIA) and graduates are eligible to apply for membership.

Bachelor of Professional Communication **U** **NEW**

Campus: Lilydale

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 35421 (CSP), 35423 (IFP)

2011 Round 1 Clearly-in ATAR: New

Communication is an integral part of daily life; it can save lives in an emergency or persuade potential customers to buy a product.

This degree focuses on the strategic requirements of a communication project, and will give you the skills to create and implement innovative and exciting communication strategies. You will learn how to use elements of journalism, advertising, marketing and public relations to communicate effectively with your target audience.

Working on collaborative real-world projects will give you the opportunity to develop innovative communication campaigns, as well as professional writing, teamwork and strategic planning skills, which are highly valued in professional communication careers.

Major study areas

In this course you will undertake a major in professional communication and combine it with either a co-major or two minors. You can choose from a range of co-majors or minors that add depth or breadth to your degree.

The major study areas include the following:

- Public relations writing
- Media planning and purchasing
- Concept development and copywriting
- Social media
- Marketing communications
- Advertising issues – regulations, ethics and cultural considerations
- Global public relations
- Journalistic writing
- Media, advertising, sport and society

A double degree with the Bachelor of Business or Bachelor of Social Science is also available.

Career opportunities

Employment may be found in areas such as corporate communication, advertising, public relations, journalism and marketing.

Industry-Based Learning is available in most degree programs.

Visit www.swinburne.edu.au/ibl for further information.

Course information

- T** TAFE course
- U** University degree

Communication/ Social Science

Bachelor of Communication/ Bachelor of Social Science **U**

Campus: Lilydale and Prahran (students study four to six units at Prahran)

Duration: Four years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 35121 (CSP), 35123 (IFP)

2011 Round 1 Clearly-in ATAR: 72.10

This double degree will enable you to think critically and develop your problem-solving skills – both individually and in team environments – as well as developing interpersonal and teamwork skills. You will learn how to research issues, analyse information and apply the knowledge and techniques explored in an academic or professional environment.

On completion, you will have developed skills that can see you capitalising on local and international opportunities in the communication and social science professions in commerce and industry, and the not-for-profit and public sector.

Major study areas

In this course you will select one communication major from:

- Advertising
- Communication
- Media communication
- Public relations

Depending on the selected communication major, four to six design units will be undertaken at Prahran. You will also select one social science major from:

- Media studies
- Psychology
- Public relations and society
- Sociology

See the individual entries in this brochure for an overview of each major.

Note: you cannot select the same major from both disciplines.

Career opportunities

Depending on the majors selected, you will be equipped for employment in the areas of advertising, communications research, digital media production, media communication, film and television, journalism, radio, public relations, web design, video production, community or government relations, product publicity, issue management, crisis and risk communication, media relations, social research, administration, planning, welfare, community development, human resources, policy development, marketing and psychology.

Professional recognition

The public relations major is fully accredited by the Public Relations Institute of Australia (PRIA) and graduates are eligible to apply for membership. The three-year undergraduate sequence in psychology is accredited by the Australian Psychology Accreditation Council (APAC). Swinburne also offers an honours year in psychology, which is an APAC-accredited fourth year.

Journalism

Diploma of Screen and Media – Integrated Journalism stream **T**

Campus: Prahran

Duration: One year full-time

Prerequisites: Satisfactory completion of Year 12 or equivalent, or mature age. Applicants will be asked to submit a pre-selection kit and may be required to present a folio of work at interview.

Application: VTAC and direct (both are required)
VTAC code: 78061 (VGF), 78064 (FTDP)

Students will develop a general understanding of the relationship between the media and community, society and industry, while learning practical production and presentation skills in multi-platform (radio, TV, print and online) journalism.

Major study areas

- Digital production techniques
- Writing persuasive copy
- Conducting interviews
- Producing and coordinating television programs
- Exploring issues on radio

Career opportunities

Graduates will possess the skills to work as journalists within radio, TV or online. You will have the ability to write online articles and undertake photojournalism assignments within your chosen field.

Bachelor of Arts (Journalism) **U**

Campus: Hawthorn

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 34011 (CSP), 34013 (IFP)

2011 Round 1 Clearly-in ATAR: 70.05

Journalism is undergoing a profound paradigm shift brought on by new media, the rise of citizen journalism and blogging. At a time of rapid change in the media industry, this is the journalism qualification for the future.

This program has been designed by leading professional journalists to combine traditional journalism with new media skills, to ensure you are fully equipped to work as a journalist now and in the future. You will learn conventional journalistic skills (such as clear communication, media law and journalism ethics) and combine them with new media skills such as web publishing, using social media, digital production and online community building.

This practice-based course also provides an understanding of the broad social, historical, legal and moral context of journalism.

On completion of the course you will have a portfolio of work to show potential employers, and will have gained the hands-on skills and theoretical understanding to play an important part redefining the journalist's role in the new media age.

Major study areas

This course includes practice-based units, as well as units in:

- Journalism skills for print, online and broadcast media
- Media law
- Professional ethics
- Digital literacies
- Politics
- Web publishing
- The history of media innovation

Students will have the opportunity to study shorthand. Other units, drawn from within the wider faculty, give students an understanding of the social and political context in which journalists work.

Career opportunities

You will be equipped for employment in the areas of journalism, new media, publishing, media research, writing, communications, television, radio, multimedia content production, news agency work and magazine production.

Liberal Arts

Diploma of Liberal Arts incorporating Certificate IV **T**

Campus: Lilydale (February and mid-year intakes), Prahran (February intake only)

Duration: Two years full-time or equivalent part-time

Prerequisites: Satisfactory completion of Year 12 or equivalent, or mature age, with demonstrable evidence of good literacy and verbal communication skills.

Application: Direct (all intakes) or VTAC (February start)

VTAC code: Lilydale: 70091 (VGF), 70094 (FTDP); Prahran: 78001 (VGF), 78004 (FTDP)

This humanities and social science-oriented course prepares you for further studies in this area or to enter the workforce in a variety of fields. You will be prepared to work in team environments where clear-thinking and research, evaluation and presentation of diverse and moderate to complex information is important. In particular, this course caters for mature-aged people wishing to study an arts, humanities or social science course offered at a university, or who have not completed Year 12 or equivalent.

Major study areas

- Citizenship and the public sphere
- Stories/narratives within cultures
- Human transformations of nature
- Economy and society

Career opportunities

The diploma prepares students for work in the fields of arts, communications and social sciences, other fields where extensive researching, writing and other communication skills are required, or for entry to university.

The VTAC code indicates the fee type.

VGF: VET government-funded place

FTDP: Fee type determined by provider

CSP: Commonwealth supported place

IFP: International fee place

To find out which fee type you're eligible for, visit www.vtac.edu.au

Media and Communications

Bachelor of Arts (Media) **U**

Bachelor of Arts (Media and Communications) **U**

Campus: Hawthorn

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 34071 (CSP), 34073 (IFP)

2011 Round 1 Clearly-in ATAR: 65.25

Media and communications occupy a central position in social and cultural life, helping to shape our understanding of the world around us. The convergent nature of media and communications is changing how media institutions operate and, in doing so, opening up a range of new opportunities for media graduates.

These courses provide a broad and practical approach to media studies, preparing you for work in the media, communications and multimedia industries. You will also gain an understanding of the way media is evolving by examining issues such as ownership, control of the media and the impact of new media technologies on society.

Through these studies, you will gain the theoretical skills and training necessary to take an active role in these industries, and be prepared for this rapidly changing environment. You will develop skills in media analysis and production, and gain an understanding of the political and economic contexts of the modern media.

Major study areas

Study areas in the media major include the following:

- Media literature
- Journalism practices
- Cinema studies
- Radio production
- New media
- Media in Australia

Jessica Swann Bachelor of Arts (Media and Communications)

"I chose to study at Swinburne because the course sounded very hands-on and creative, and I thought it would open more doors for me. I now live in Dubai, where I work as a prime-time television presenter (co-hosting women's talk show Her Say), and in a full-time role at talk radio station Dubai Eye. When I first joined the radio station I felt a sense of relief in knowing how to use their equipment, as it was the same as what I had learnt on at Swinburne. The course was also enough of a foundation that I was able to pick up the other broadcasting systems quickly."



Study areas in the media and communications major include the following:

- Media literature
- Journalism practices
- Cinema studies
- Radio production
- New media
- Media in Australia.
- Professional communications
- Creative writing

Career opportunities

Media graduates are equipped with the conceptual and practical skills necessary to actively and creatively contribute to today's media world, and they are in high demand in both the media and multimedia industries, particularly in the areas of web authoring, information architecture, journalism, radio and audio production, marketing, advertising, project management, public relations, communications research, publishing, electronic publishing, news broadcasting, web design, ongoing research. Skills taken from this course are also highly regarded in fields outside the media industry.

Course information

- T** TAFE course
- U** University degree

Media Studies

Bachelor of Communication (Media Studies) **U**

Campus: Lilydale and Prahran (students study four units at Prahran)

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 35331 (CSP), 35333 (IFP)

2011 Round 1 Clearly-in ATAR: 65.40

In this degree you will acquire knowledge of current media theories and learn to write for print, broadcast and digital media. You will engage in debate about globalisation, media ownership, policy and regulation, and advances in digital technologies and social media such as blogs and YouTube. You will also have the opportunity to gain hands-on digital and communication experience. You will graduate with a sound knowledge of the fundamental theories behind media analysis, practical experience in media production and the ability to think critically and creatively.

Major study areas

In this course you will undertake a major in media communication (including four design units at Prahran) and combine it with either a co-major or two minors. You can choose from a range of co-majors or minors that add depth or breadth to your degree.

The major study areas include the following:

- Professional communication
- Digital design
- Social media
- Cinema studies
- Media, advertising, sport and society
- Journalistic writing
- Marketing
- Australian media policy

On completion of this degree, students who have incorporated a design minor in their course will have the option of applying to undertake a further eight design units to graduate with an additional award in design; either Bachelor of Design (Communication Design) or Bachelor of Design (Digital Media Design).

A double degree with the Bachelor of Business or Bachelor of Social Science is also available.

Career opportunities

Employment may be found in areas such as interactive content creation, journalism, radio, public relations, communication research, advertising, digital media production, web design, video production and architectural visualisation.

Bachelor of Social Science (Media Studies) **U**

Campus: Lilydale

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 35361 (CSP), 35363 (IFP)

2011 Round 1 Clearly-in ATAR: n/a

This degree comprises a range of theoretical units based on the social world, cultural diversity and research techniques. You will learn how to think critically about media and the role of media in societal processes, and also develop practical skills in writing for media and developing your own blogs and opinion pieces. Throughout the course you will engage in debates about cinema and digital technologies, and explore the changing face of social media and media production.

Major study areas

In this course you will undertake a major in media studies and combine it with either a co-major or two minors. You can choose from a range of co-majors or minors that add depth or breadth to your degree. The major study areas include the following:

- Cinema studies
- Australian media policy
- Sociology
- Digital culture
- Migrant journeys, ethnic identities
- Social research
- Journalistic writing
- Indigenous Australian experiences

A double degree with the Bachelor of Business or Bachelor of Communication is also available.

Career opportunities

Graduates will be equipped to work in media research, media relations, communication research, social research, community development, public relations and policy development, administration or undertake further education.

Politics and Public Policy

Bachelor of Arts (Politics and Public Policy) **U**

Bachelor of Social Science (Politics and Public Policy) **U**

Campus: Hawthorn

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 34401 (CSP), 34403 (IFP)

2011 Round 1 Clearly-in ATAR: 65.25

Politics, at its heart, is the study of power: who has it, who doesn't and why. Students studying politics and public policy are exposed to a wide range of topics, from the study of formal political institutions and policy analysis to the examination of struggles for social justice and human rights, independence, land rights and industrial democracy. Study units introduce students to the momentous political changes of the 20th century, and the challenges facing us in the 21st, in Asia-Pacific and beyond. Students will develop skills in research and analysis, critical thinking, problem-solving and effective communication.

Depending on your career aspirations, you can choose to graduate with either a Bachelor of Arts or Bachelor of Social Science.

Major study areas

Areas of study in the politics and public policy major include the following:

- Comparative politics and international relations
- Australian politics
- Australian studies
- Parliamentary democracy, civil and human rights
- Philosophy and cultural enquiry
- Public policy
- Political economy
- Politics and political history

Politics students can also undertake a selective internship program in political research.

Career opportunities

Politics and public policy students are highly regarded for their skills in critical analysis and communication. Graduates have found employment in a wide range of positions, including policy analysis and public administration, education, workplace advocacy, journalism and media, and in human rights, community and aid organisations. Politics graduates can also undertake further research through our honours, master and doctoral degree programs.

Professional Writing and Editing

Certificate IV in Professional Writing and Editing **T**

Diploma of Professional Writing and Editing **T**

Campus: Lilydale, Prahran

Duration: *Certificate IV* – One year full-time

Diploma – One year full-time

Part-time studies may be offered subject to availability.

Prerequisites: *Certificate IV* – Satisfactory completion of Year 12 or equivalent, or mature age. *Diploma* – Satisfactory completion of Year 12 or equivalent, plus relevant competencies from the Certificate IV in Professional Writing and Editing, or equivalent industry experience. **Application:** Direct

These courses will provide you with skills in writing and editing for employment or further tertiary study. You will develop awareness of industry standards and demands, and develop knowledge of the markets available to professional writers and editors. You will learn about industry laws and regulations, designing and developing text documents, and developing writing and editing skills for novels, short stories, popular fiction and children's books.

Major study areas

- Corporate writing
- Editing
- Journalism
- Fiction writing
- Non-fiction writing
- Scriptwriting
- Writing for public relations and digital media

Career opportunities

Technical and professional writers work in almost every field of industry and public life, including high-technology industries, business, government, research and non-profit organisations. The careers available to graduates include multimedia communication, technical, medical, scientific writing, marketing and journalism.

Psychology (Hawthorn)

Bachelor of Arts (Psychology) **U**

Bachelor of Social Science (Psychology) **U**

Campus: Hawthorn

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 34441 (CSP – Arts), 34341 (CSP – Social Science), 34343 (IFP – Social Science)

2011 Round 1 Clearly-in ATAR: 70.00 (Arts), 70.05 (Social Science)

Psychology is the systematic study of mental processes and behaviour, including views of the self, relationships, psychological development and emotional disorders. Psychology at Swinburne focuses on the 'person within' and through this course you will gain the knowledge and skills that will improve your ability to understand and explain human behaviour and relationships.

The psychology major provides specialised study in developmental psychology, cognition, social psychology, personality, psychological measurement and abnormal psychology. You will complete a variety of research projects and develop critical real-world project management, research design and report-writing skills.

Depending on your career aspirations, you can choose to graduate with either a Bachelor of Arts or Bachelor of Social Science.

Major study areas

The psychology major provides an opportunity to combine psychology units with your degree of preference. Areas of study include the following:

- Psychological assessment
- Abnormal psychology
- Cognitive psychology
- Developmental psychology
- Psychology of personality
- Social psychology
- Philosophy
- Research methods
- Sociology
- Statistics

Career opportunities

Psychology graduates are highly sought-after in a range of human services positions, including roles in community and mental health, human resource management, policy development, research, welfare, journalism, marketing and advertising. You may apply to undertake a fourth year in psychology and further study in specialist areas of professional psychology such as clinical, counselling, forensic, health, neuropsychology, organisational and sports psychology.

This course also provides the first step to becoming a professional psychologist – with further studies, you can obtain qualifications to become a clinical, counselling, forensic or neuropsychologist, or social worker.

A Bachelor of Science (Psychology) is also available. Please see the Science brochure or visit www.swinburne.edu.au/courses for more information.

Professional recognition

The three-year undergraduate major in psychology is accredited by the Australian Psychology Accreditation Council (APAC). Swinburne also offers an APAC-accredited honours (fourth) year in psychology.

Industry-Based Learning is available in most degree programs.

Visit www.swinburne.edu.au/ibl for further information.

Course information

- T** TAFE course
- U** University degree

Psychology (Lilydale)

Bachelor of Social Science (Psychology) **U**

Campus: Lilydale

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 35071 (CSP), 35073 (IFP)

2011 Round 1 Clearly-in ATAR: 60.25

Studying psychology will provide you with the knowledge and skills that will improve your ability to understand and explain human behaviour and relationships.

The psychology major provides a broad introduction to psychology with specialised study in developmental psychology, cognition, social psychology, personality, psychological measurement and abnormal psychology. You will complete a variety of research projects and develop critical real-world project management, research design and report-writing skills.

Major study areas

In this course you will undertake a major in psychology and combine it with either a co-major or two minors. You can choose from a range of co-majors or minors that add depth or breadth to your degree.

The major study areas include the following:

- Abnormal psychology
- Cognitive psychology
- Developmental psychology
- Psychology of personality
- Social psychology
- Professional communication
- Statistics
- Social measurement
- Learning and communication behaviour

A double degree with the Bachelor of Business or Bachelor of Communication is also available.

Career opportunities

Psychology graduates are highly sought-after in a range of human services positions, including roles in community and mental health, human resource management, policy development, research, welfare, journalism, marketing and advertising. Graduates can apply to undertake a fourth year in psychology with further study in specialist areas of professional psychology such as counselling, health and clinical, organisational and sports psychology.

This course also provides the first step to becoming a professional psychologist – with further studies students can obtain qualifications to become clinical, counselling, forensic or neuropsychologists, or social workers.

Professional recognition

The three-year undergraduate sequence in psychology is accredited by the Australian Psychology Accreditation Council (APAC). Swinburne also offers an honours year in psychology, which is an APAC-accredited fourth year.

Psychology – Forensic Science

Bachelor of Arts (Psychology and Forensic Science) **U**

Campus: Hawthorn

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 34091 (CSP), 34093 (IFP)

2011 Round 1 Clearly-in ATAR: 72.00

This course applies psychology to aspects of the law, the justice system and forensic science. You will develop a deeper knowledge of forensic science, based on an understanding of developmental psychology, cognition and neuroscience, social psychology, personality, psychological assessment and abnormal psychology, as well as statistical skills relevant to forensic issues. You will complete a variety of research projects and specialist units on research design.

Major study areas

- Forensic science
- Psychological assessment
- Abnormal, cognitive and developmental psychology
- Psychology of personality
- Social psychology
- Research methods
- Statistics

Career opportunities

Completing a major in psychology and forensic science will be an advantage for those wanting to work within the justice system.

This course also provides the first step to becoming a professional psychologist. With further studies, students can complete a fourth year in psychology and then obtain postgraduate qualifications to become forensic psychologists or other relevant specialties such as clinical, counselling, neuropsychology, organisational or sports psychology.

Professional recognition

The three-year undergraduate major sequence in psychology is accredited by the Australian Psychology Accreditation Council (APAC). Swinburne also offers an APAC-accredited honours (fourth) year in psychology.

Bachelor of Social Science (Psychology and Forensic Science) **U**

Campus: Hawthorn

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 34151 (CSP)

2011 Round 1 Clearly-in ATAR: 72.55

This course applies psychology to aspects of the law, the justice system and forensic science. You will develop specialised knowledge of forensic science, based on an understanding of developmental psychology, cognition and neuroscience, social psychology, personality, psychological assessment and abnormal psychology, as well as statistical skills relevant to forensic issues. You will complete a variety of research projects and specialist units on research design.

Major study areas

- Forensic science
- Psychological assessment
- Abnormal, cognitive and developmental psychology
- Psychology of personality
- Social psychology
- Research methods
- Statistics

Career opportunities

Completing a major in psychology and forensic science will be an advantage for those wanting to work within the justice system.

This course also provides the first step to becoming a professional psychologist. With further studies, students can complete a fourth year in psychology and then obtain postgraduate qualifications to become forensic psychologists or other relevant specialties such as clinical, counselling, neuropsychology, organisational or sports psychology.

Professional recognition

The three-year undergraduate major sequence in psychology is accredited by the Australian Psychology Accreditation Council (APAC). Swinburne also offers an APAC-accredited honours (fourth) year in psychology.

The VTAC code indicates the fee type.

- VGf:** VET government-funded place
- FTDP:** Fee type determined by provider
- CSP:** Commonwealth supported place
- IFP:** International fee place

To find out which fee type you're eligible for, visit www.vtac.edu.au

Psychology and Psychophysiology

Bachelor of Arts (Psychology and Psychophysiology) **U**

Campus: Hawthorn

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any) and mathematics (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 34461 (CSP)

2011 Round 1 Clearly-in ATAR: 72.20

Psychophysiology is for anyone interested in the biological aspects of psychology. It emphasises the monitoring and measurement of physiological processes using biomedical instrumentation, and relates this to behaviour and psychological states. This course is unique to Swinburne and offers students an undergraduate degree with studies in psychology and psychophysiology, encompassing the fields of psychology and cognitive and behavioural neurosciences.

The psychology major provides a broad introduction to a range of relevant studies, with more specialised work in developmental psychology, cognition, social psychology, personality, design and measurement, psychological measurement and abnormal psychology.

Studies in psychophysiology provide an understanding of physiological processes relevant to the study of psychology. Areas of study include neuroanatomy, neurophysiology, physiological responses to sleep, dreaming, memory and cognition, and brain disorders. Psychophysiology also looks at the use of biological recording technology relevant to the study of cognition and behaviour.

You also complete a variety of research projects that develop critical real-world project management, research design and report-writing skills.

Major study areas

- Neurophysiology
- Developmental and social psychology
- Perception and motor systems
- Cognition and human performance
- Sleep and attention
- Higher cortical function
- Psychology of personality
- Abnormal psychology

Career opportunities

Swinburne psychology and psychophysiology students are regarded highly in the community for their unique blend of research, psychological and psychophysiological skills. Graduates are equipped for employment in areas such as community health clinics and mental health services; neurophysiological areas of hospitals; neurological, physiological and psychological research; ergonomics and psychophysiology.

After completing a degree with a major in psychology, you may undertake a fourth year in psychology and then further study in specialist areas of professional psychology such as counselling, clinical, forensic, health, neuropsychology, cognitive neuroscience, organisational and sports psychology.

A Bachelor of Science (Psychology and Psychophysiology) is also available. Please see the Science brochure or go to www.swinburne.edu.au/courses

Professional recognition

The three-year undergraduate major sequence in psychology included in the degree is accredited by the Australian Psychology Accreditation Council (APAC). Swinburne also offers an APAC-accredited honours (fourth) year in psychology and an honours (fourth) year in psychophysiology.

Course information

- T** TAFE course
- U** University degree

Psychology – Sport Science

Bachelor of Arts (Psychology and Sport Science) **U** **NEW**

Bachelor of Social Science (Psychology and Sport Science) **U** **NEW**

Campus: Hawthorn

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 34831 (CSP – Arts), 34841 (CSP – Social Science)

2011 Round 1 Clearly-In ATAR: New

These degrees give you the opportunity to develop an understanding of the application of psychology to sport. You will learn how psychological factors influence involvement and performance in a sports setting, how statistical techniques are used to evaluate sports performance and predictions, the interaction between sport and social relationships, and the psychological factors influencing group and individual sport, and exercise. The psychology major also provides specialised study in developmental psychology, cognition, social psychology, psychological measurement, personality and abnormal psychology.

You will complete a variety of research projects, specialist units in research design and project units related to sport science.

Depending on your career aspirations, you can choose to graduate with either a Bachelor of Arts or Bachelor of Social Science.

Industry-Based Learning is available in most degree programs.

Visit www.swinburne.edu.au/ibl for further information.

Major study areas

- Sociology of sport
- Sports psychology
- Sports statistics
- Psychological assessment
- Abnormal cognitive and developmental psychology
- Psychology of personality
- Social psychology
- Research methods
- Statistics

Career opportunities

Psychology graduates are highly sought after in a range of human services positions, including roles in community and mental health, human resource management, policy development, research, welfare, journalism, marketing and advertising. Completing the sport science stream will be an advantage for people wanting to work in the sports industry. Graduates may apply to undertake a fourth year in psychology with further study in sports psychology.

This course also provides the first step to becoming a professional psychologist – with further studies students can obtain a qualification to become sport psychologists or other relevant specialities such as clinical, counselling, neuropsychology, organisational or forensic psychology.

Professional recognition

The three-year undergraduate major in psychology is accredited by the Australian Psychology Accreditation Council (APAC). Swinburne also offers an APAC-accredited honours (fourth) year in psychology.

Public Relations

Bachelor of Communication (Public Relations) **U**

Campus: Lilydale and Prahran

(students study four units at Prahran)

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 35341 (CSP), 35343 (IFP)

2011 Round 1 Clearly-in ATAR: 65.05

Public relations (PR) professionals frequently work alongside creative designers of graphics, multimedia, web presence, products and events. In recognition of this, design is a central theme of this course.

You will learn the 'language' of design so you can write effective briefs for design colleagues, and also complete units in marketing, event management and media. You will produce portfolios that can serve as academic and professional achievements for employment purposes. The PR major provides grounding in fundamental concepts and skills such as writing for clients through practical projects.

Major study areas

In this course you will undertake a major in PR (including four design units at Prahran) and combine it with either a co-major or two minors. You can choose from a range of co-majors or minors that add depth or breadth to your degree.

The major study areas include the following:

- Event management
- Public relations writing
- Marketing
- Design fundamentals
- Global public relations
- Professional communication
- Issues, crisis and risk communication
- Campaign planning

On completion of this degree, students who have incorporated a design minor in their course will have the option of applying to undertake a further eight design units to graduate with an additional award in design, either Bachelor of Design (Communication Design) or Bachelor of Design (Digital Media Design).

A double degree with the Bachelor of Business or Bachelor of Social Science is also available.

Career opportunities

Public relations can lead to roles in areas such as event management, community relations, promotions, investor relations, advertising, government relations, marketing, product publicity, issue management, crisis and risk communication, and media relations.

Professional recognition

This course is fully accredited by the Public Relations Institute of Australia (PRIA) and graduates are eligible to apply for membership.

Bachelor of Social Science (Public Relations)

Campus: Lilydale

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 35371 (CSP), 35373 (IFP)

2011 Round 1 Clearly-in ATAR: n/a

In this course you will learn how to research audiences, develop suitable messages, implement communication programs and evaluate their success. You will gain a solid grounding in areas such as culture and diversity, society and organisations and social research, and learn that public relations can make a positive contribution to society through an advocacy role that helps to ensure a diversity of views. This major also provides a solid foundation in both the theory and practice of public relations.

Major study areas

In this course you will undertake a major in public relations and society, and combine it with either a co-major or two minors. You can choose from a range of co-majors or minors that add depth or breadth to your degree.

The major study areas include the following:

- Professional communication
- Marketing
- Event management
- Public relations writing
- Global public relations
- Statistics
- Social research
- Issues, crisis and risk communication

A double degree with the Bachelor of Business or Bachelor of Communication is also available.

Career opportunities

Graduates can expect to build on and maintain positive relationships with the public by taking on roles such as community development officer, public policy adviser or manager, university administrator, multimedia publisher, ethicist, industrial relations officer, human resource manager, speech writer and event manager.

Professional recognition

This course is fully accredited by the Public Relations Institute of Australia (PRIA) and graduates are eligible to apply for membership.

Social Science (Hawthorn)

Bachelor of Social Science

Campus: Hawthorn

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 34221 (CSP), 34223 (IFP)

2011 Round 1 Clearly-in ATAR: 65.40

This course is oriented towards the practical application of knowledge of society, and prepares you for work in areas such as counselling, policy analysis and development, research, administration and media. It introduces you to the study of individuals, groups and human societies, and examines how social relationships and institutions shape individuals, and how they, in turn, have the capacity to shape these social institutions. You will develop a theoretical insight into your chosen discipline, enabling you to understand current developments in society and the workplace, and to adapt and respond appropriately to future developments as they occur, both nationally and internationally.

You will develop skills in research, analysis, project management and effective communication by undertaking a major in an area of specialisation.

Major study areas

Depending on your major, you can graduate with a Bachelor of Social Science or one of the following:

- Bachelor of Social Science (Community Health)*
- Bachelor of Social Science (Politics and Public Policy)
- Bachelor of Social Science (Psychology)
- Bachelor of Social Science (Psychology and Forensic Science)
- Bachelor of Social Science (Psychology and Sport Science)
- Bachelor of Social Science (Sociology)

* Refer to the Health and Community Services brochure or www.swinburne.edu.au/courses for more information on this degree.

Career opportunities

Graduates may find careers in the government and non-profit sectors in social research, administration, planning, policy development, welfare, community development, human resources, policy and program evaluation, marketing, market research, industry analysis, public relations and ethics. With further studies, students with appropriate majors can obtain qualifications to become psychologists, librarians, teachers, personnel officers, social workers or sociologists.

Professional recognition

The three-year undergraduate major sequence in psychology is accredited by the Australian Psychology Accreditation Council (APAC). Swinburne also offers an APAC-accredited honours (fourth) year in psychology.

Course information

- T** TAFE course
- U** University degree

Social Science (Lilydale)

Bachelor of Social Science **U**

Campus: Lilydale

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 35201 (CSP), 35203 (IFP)

2011 Round 1 Clearly-in ATAR: 55.90

This course introduces you to the scientific study of individuals, groups and human societies and how social relationships and institutions shape individuals, and how they in turn have the capacity to shape these social institutions. You will develop a theoretical insight into your chosen discipline, enabling you to understand current developments in society and the workplace, and to adapt and respond appropriately to future developments as they occur, both nationally and internationally.

Major study areas

In this course you will undertake a major in media studies, psychology, public relations or sociology. You can choose from a range of co-majors or minors that add depth or breadth to your degree. Depending on your choice of major, you have the option of graduating with a Bachelor of Social Science or one of the following specialisations:

- Bachelor of Social Science (Media Studies)
- Bachelor of Social Science (Psychology)
- Bachelor of Social Science (Public Relations)
- Bachelor of Social Science (Sociology)

See the individual entries in this guide for an overview of each of these degrees.

A double degree with the Bachelor of Communication or Bachelor of Business is also available.

Career opportunities

Depending on your major, employment may be found in the areas of policy analysis and development, social research, community development, administration and human services management, planning, welfare, human resources, media relations, public relations, communications research or marketing. With further studies, students with appropriate majors can obtain qualifications to become psychologists, librarians, teachers, personnel officers, social workers or sociologists.

Professional recognition

The three-year undergraduate sequence in psychology is accredited by the Australian Psychology Accreditation Council (APAC). Swinburne also offers an honours year in psychology which is an APAC-accredited fourth year. The public relations major is fully accredited by the Public Relations Institute of Australia (PRIA) and graduates are eligible to apply for membership.

Sociology (Hawthorn)

Bachelor of Arts (Sociology) **U**

Bachelor of Social Science (Sociology) **U**

Campus: Hawthorn

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 34351 (CSP), 34353 (IFP)

2011 Round 1 Clearly-in ATAR: 65.90

Sociology is the study of people in groups – from the family to whole societies – and how individual and group behaviour shapes groups and society, and in turn, how behaviour is shaped by society and its institutions. Sociology looks at the different ways social group behaviour can be explained, and the methods that can be used to get a better understanding of the social world. These courses emphasise research skills training, in particular research design and qualitative research methods.

The sociology major develops a deep understanding of social and cultural issues, high-level communication and research skills, intellectual resourcefulness and the ability to adapt to new social and technological circumstances that is crucial in today's rapidly changing workplaces.

You will design and carry out original research providing you with critical real-world project management, research design and report-writing skills.

Depending on your career aspirations, you can choose to graduate with either a Bachelor of Arts or Bachelor of Social Science.

Major study areas

Areas of study include sociology of:

- The family
- Relationships and sexuality
- The environment
- Young people
- Race
- Migration and ethnicity
- Health
- Sport
- Social research design and methodology, and social theory

There is also potential to undertake an internship in sociology, which involves a research project placement in a relevant workplace or research centre in the third year of undergraduate study.

Career opportunities

These courses prepare you for a range of careers in further academic and social research, as well as policy and planning in government, not-for-profit organisations and other human-focused fields. Work may revolve around social groups and social processes such as youth issues and family matters, homelessness, migration, medical ethics, industrial relations, poverty and globalisation. You may find employment in roles such as youth officer, multicultural affairs liaison officer, welfare officer, journalist, community project officer, development officer and market analyst.

Sociology (Lilydale)

Bachelor of Social Science (Sociology)

Campus: Lilydale

Duration: Three years full-time or equivalent part-time

Prerequisites: Units 3 and 4 – a study score of at least 20 in English (any)

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 35381 (CSP), 35383 (IFP)

2011 Round 1 Clearly-in ATAR: n/a

Sociology is the study of people in groups – from the family to whole societies. It investigates how individual and group behaviour shapes groups and society, and in turn, how behaviour is shaped by society and its institutions. Studying sociology will equip you with specialised knowledge of social processes and cultivate creative and critical thinking skills highly sought after by employers in the public, private and community sectors.

The sociology major develops a deep understanding of social and cultural issues, high-level communication and research skills, intellectual resourcefulness and the ability to adapt to new social and technological circumstances that is crucial in today's rapidly changing workplaces. The sociology curriculum also emphasises research skills training, in particular research design and qualitative research methods. You will design and carry out original research, learning critical real-world project management, research design and report-writing skills.

Major study areas

In this course you will undertake a major in sociology and combine it with either a co-major or two minors. You can choose from a range of co-majors or minors that add depth or breadth to your degree.

The major study areas include the following:

- Psychology
- Statistics
- Indigenous Australian experiences
- Professional communication
- Social research
- Migrant journeys, ethnic identities
- Understanding the modern world

A double degree with the Bachelor of Business or Bachelor of Communication is also available.

Career opportunities

Graduates may find careers in the government and non-profit sectors, in social research, administration, planning, policy development, welfare, community development, human resources, policy and program evaluation, marketing, market research, industry analysis, public relations and ethics.

Dean's Scholarship

Dean's Scholarship – Faculty of Life and Social Sciences

Campus: Hawthorn

See relevant course entry in this brochure for specific duration and prerequisite information.

Application: Students must apply through VTAC

VTAC code: 34891

Minimum ATAR: 95.00

Under this program, students may select a single bachelor degree in arts, social science or psychology offered at the Hawthorn campus. Recipients will receive a waiver from student contribution payments for the duration of their course (subject to academic performance and other scholarship conditions).

Dean's Scholarship – Faculty of Higher Education, Lilydale

Campus: Lilydale

See the relevant Lilydale degree entry in this brochure for specific duration and prerequisite information.

Application: Students must apply through VTAC

VTAC code: 35081 (CSP)

Minimum ATAR: 88.00

Under this program, students may select a single or double bachelor degree at Lilydale and receive a waiver from student contribution amount payments for the duration of their course (subject to academic performance and other scholarship conditions).

Mitchell Eddy Bachelor of Arts

"After my VCE results came out, one of my teachers suggested that I apply for the Vice-Chancellor's Arts and Social Sciences Scholarship at Swinburne. Receiving it presented an opportunity that I am glad to have taken.

English and history have always been my preferred subjects, so an arts degree was the obvious choice. I also have an interest in exercise, science and the general workings of the human body and mind, so the option to undertake psychology within my degree was an added advantage."



Vice-Chancellor's Scholarship

Vice-Chancellor's Arts and Social Sciences Scholarship

Campus: Hawthorn or Lilydale

See the relevant degree entry for specific prerequisite and duration information.

Application: Students must apply through VTAC

VTAC code: 34101 (CSP)

Minimum ATAR: 97.00

Under this program, students may select a single or double degree in the arts and social sciences area and receive a waiver from student contribution amount payments for the duration of their course (subject to academic performance and other scholarship conditions).

■ KEY DATES

21 August 2011
Swinburne Open Day
Hawthorn, Lilydale and Prahran
swinburne.edu.au/openday

16–21 December 2011
Change of Preference period
swinburne.edu.au/cop

■ ANY QUESTIONS?

1300 275 794
study@swinburne.edu.au
swinburne.edu.au



swinburne.edu.au/facebook



swinburne.edu.au/twitter



swinburne.edu.au/youtube

■ CAMPUSES

Hawthorn campus
John Street, Hawthorn

Prahran campus
144 High Street, Prahran

Lilydale campus
Melba Avenue, Lilydale

Croydon campus
12–50 Norton Road, Croydon

Wantirna campus
369 Stud Road, Wantirna

Sarawak campus
Kuching, Sarawak, Malaysia



CRICOS Provider Code: 00111D

The information contained in this course guide was correct at the time of publication, July 2011.

The university reserves the right to alter or amend the material contained in this guide. The information in this guide does not apply to international students. For information about courses for international students please go to: www.international.swinburne.edu.au

Production information:

Printed with vegetable-based inks on paper manufactured under the ISO14001 environmental management systems standard.

SP1242-19-0711