



MASSEY
UNIVERSITY
TE KUNENGA KI PŪREHUROA

UNIVERSITY OF NEW ZEALAND

YOUR GUIDE TO COMMUNICATION 2019



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UPDATED FEBRUARY 2018

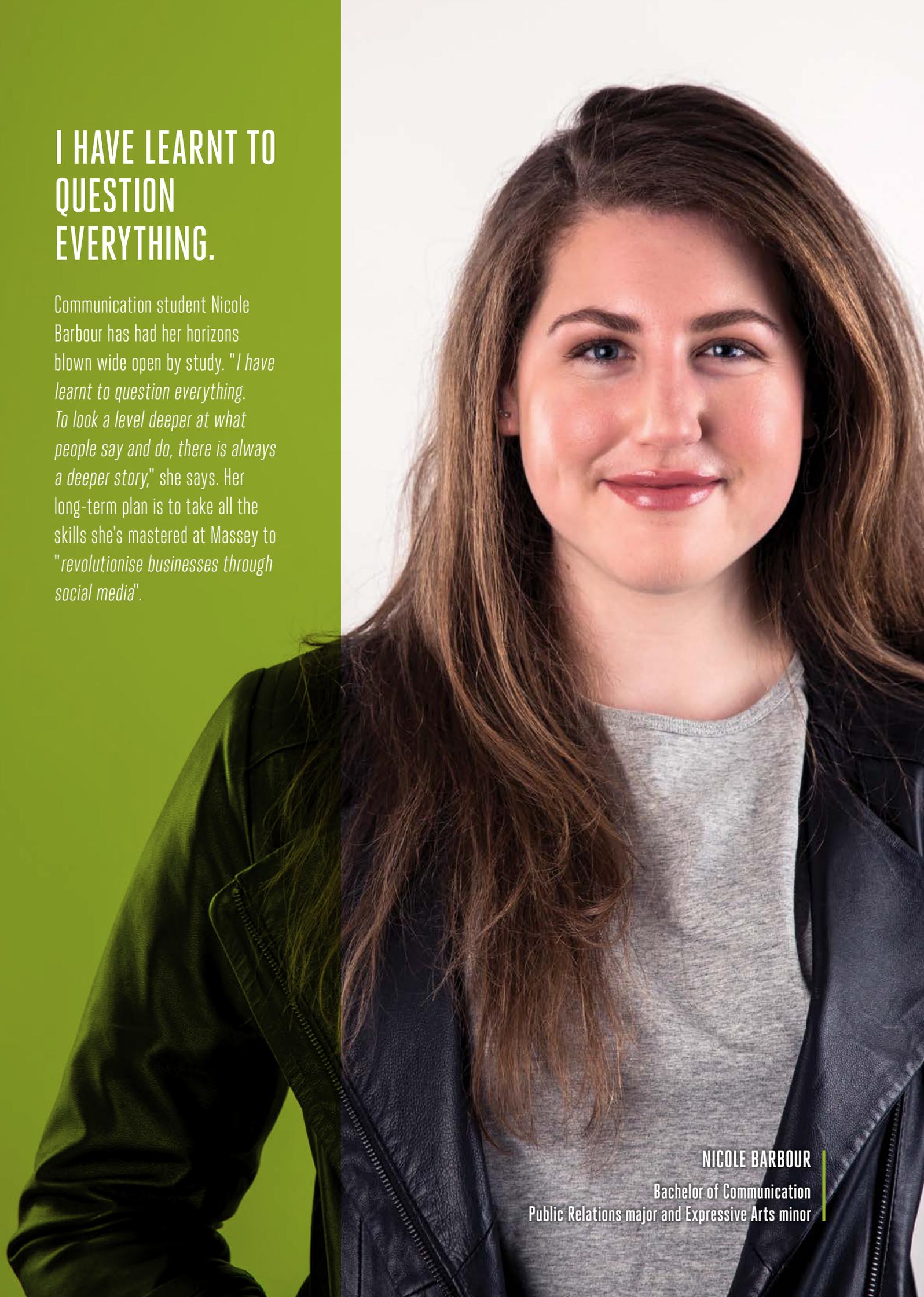
Please note: The information contained in this publication is indicative of the offerings available in 2019 and subsequent years. This information may be subject to change. While all reasonable efforts will be made to ensure listed programmes are offered and regulations are up to date, the University reserves the right to change the content or method of presentation, or to withdraw any qualification or part thereof, or impose limitations on enrolments. For the most up to date information please go to www.massey.ac.nz

I HAVE LEARNT TO QUESTION EVERYTHING.

Communication student Nicole Barbour has had her horizons blown wide open by study. *"I have learnt to question everything. To look a level deeper at what people say and do, there is always a deeper story,"* she says. Her long-term plan is to take all the skills she's mastered at Massey to *"revolutionise businesses through social media"*.

NICOLE BARBOUR

Bachelor of Communication
Public Relations major and Expressive Arts minor



STUDY COMMUNICATION AT MASSEY



RANKED WITH THE BEST IN THE WORLD
Massey University's communication and media-related programmes originated in the 1970s and provide national leadership in education and research. Our journalism teaching is internationally acclaimed, and enjoys a close working relationship with industry. The Bachelor of Communication (with a major in Public Relations, Communication Management, Journalism Studies, or Marketing Communication) and the Master of Journalism are accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). Massey's School of Communication, Journalism and Marketing became the only School in the Asia-Pacific region to receive this prestigious accreditation.

THE BACHELOR OF COMMUNICATION (PAGE 4)
Combine your love of words and creativity with the study of business to become a highly employable communication specialist. Massey's Bachelor of Communication (BC) builds the skills you need to make an outstanding contribution in whatever field of communication interests you. This relevant three-year degree is unique in New Zealand. You'll join our graduates with exciting careers around the world. The world needs communicators. It needs people who have the creativity and imagination to develop content that will inspire and connect people, and the logic, analysis and language skills to deliver that content in a strategic and meaningful way. Massey University's BC will give you these skills.

THE DIPLOMA IN COMMUNICATION (PAGE 13)
The Diploma in Communication is taught at Massey University at Manawatū, Auckland and Wellington campuses. Courses may also be taken via Distance Learning. The Diploma in Communication is designed to introduce students to a selection of disciplines in the communication field. It provides students with employment pathways in the fields of public relations, communication management, arts administration, event management, relationship management, journalism, web content management, social media adviser, brand management, advertising, marketing/communications executive, or media planning/buying, among others.

THE POSTGRADUATE DIPLOMA IN JOURNALISM (PAGE 14)
The Postgraduate Diploma in Journalism is the qualification that you need to become a journalist. It is a one-year full-time course, blending the theory with practical, relevant skills. This internationally recognised degree is based on leading overseas journalism qualifications and will build a firm foundation for an exciting career in print journalism, broadcasting and other media-related areas.



KEY FACTS

AVAILABLE AT AUCKLAND
 AVAILABLE AT MANAWATŪ
 AVAILABLE AT WELLINGTON
 AVAILABLE VIA
 DISTANCE LEARNING
 NOTE: NOT ALL MAJORS ARE
 AVAILABLE ON EACH CAMPUS
 EQUIVALENT TO 3 YEARS OF
 FULL-TIME STUDY
 AVAILABLE FOR
 INTERNATIONAL STUDENTS
 STUDYING IN NZ OR VIA
 DISTANCE LEARNING



BACHELOR OF COMMUNICATION BC

A GOOD FIT IF YOU

- > Like to be busy and enjoy multi-tasking
- > Enjoy doing lots of different interesting things every day to keep your busy brain stimulated
- > Relish taking a leadership role in projects and events

WHAT IS IT LIKE?

Combine your love of words and creativity with the study of business to become a highly employable communication specialist. Massey's Bachelor of Communication (BC) builds the skills you need to make an outstanding contribution in whatever field of communication interests you. This relevant three-year degree is unique in New Zealand. You'll join our graduates with exciting careers around the world. The world needs communicators. It needs people who have the creativity and imagination to develop content that will inspire and connect people, and the logic, analysis and language skills to deliver that content in a strategic and meaningful way. Massey University's BC will give you these skills.

BE SOUGHT AFTER BY EMPLOYERS

Massey Bachelor of Communication graduates have had outstanding employment success. 85% of graduates are employed within six months of graduation. These graduates are employed across nine different industry categories with more than 60 different job titles. Your choices are not restricted – every field uses communication specialists, from healthcare to education to airports to high-end fashion or the arts, and your expertise is transferable – Massey's BC makes sure you come out well rounded and flexible.

ACEJMC ACCREDITATION

In 2016 the School of Communication, Journalism and Marketing / Te Pou Aro Korero won coveted accreditation from the US-based Accrediting Council for Education in Journalism and Mass Communications. This makes the Bachelor of Communication the only degree outside the Americas and the Middle East to hold this accreditation. It is also the world's only accredited three-year bachelor degree.

INTERESTING PROJECTS

The Bachelor of Communication offers you many opportunities to apply your learning to real-world problems. You'll produce strategies, media and publications that apply your communication learning. These can include marketing strategies for

community groups, social media content, documentary films, scripts for theatre, media or film, performances and speeches, depending what courses you choose from a wide range.

REAL-WORLD INTERNSHIP EXPERIENCE

Massey offers a range of experiential learning opportunities in communication, including a communication internship course for BC students with good grades. It allows you to work for a company while you study, network with future employers and gain invaluable real-world experience. You could intern in inspiring organisations like NZ Red Cross, UNICEF, or Forest & Bird, in leading PR agencies or for news media like the New Zealand Herald or Radio New Zealand.

ENTRY REQUIREMENTS

To enrol in the Bachelor of Communication (BC) degree you need to have an entrance to university qualification, either through Bursaries and Scholarship Examinations, NCEA, New Zealand University Entrance, Admission with Equivalent Status, Discretionary Entrance or Special Admission.

CAREERS**YOUR SKILLS WILL BE IN DEMAND**

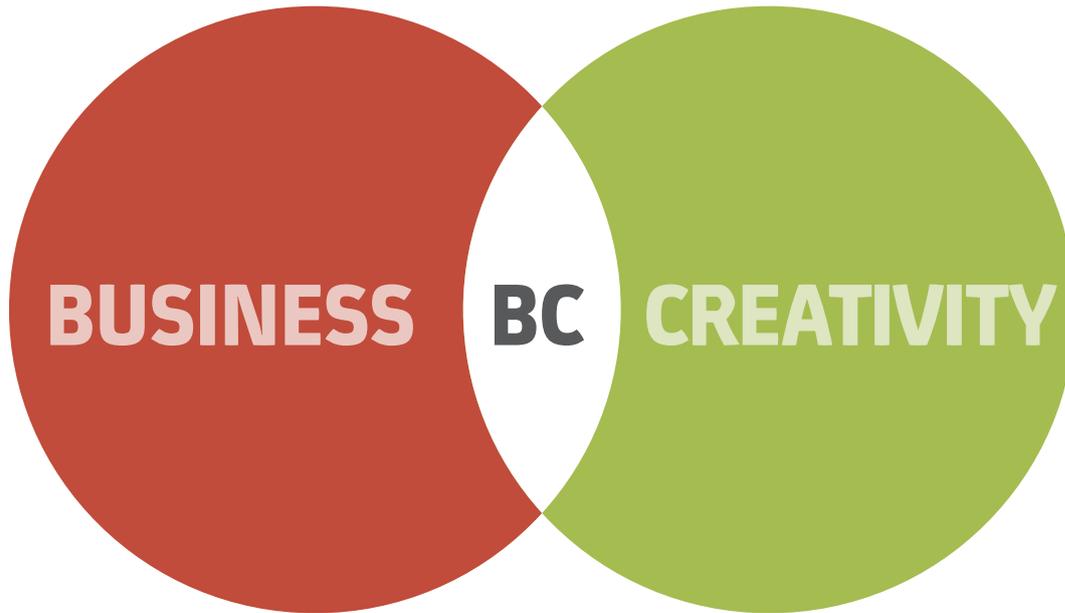
Communication roles have grown hugely in the last few years - to a point where they are recognised by most companies as highly strategic and at the heart of a successful business. This rapidly expanding area of professional work features a wide variety of jobs and exciting opportunities.

HUGE OPPORTUNITIES

The Bachelor of Communication (BC) prepares you for numerous emerging and current occupations, across almost all industries - the world is truly your oyster!

Depending on your major and interests you could move into any one of the following areas:

- > Writer, editor, publisher or researcher (for social media, literature, theatre, film and television, corporate, government or non-profit organisations)
- > Speech writer, travel writer, blogger, social commentator
- > Social media or social entrepreneur
- > Scriptwriting
- > Relationship management
- > Public relations
- > Public affairs



- > Project management
- > Producing and directing film, theatre, circus, dance and a wide range of other creative enterprises
- > Organisational training and development
- > Media industries including as producer
- > Marketing
- > Liaison and advisory work
- > Journalism
- > Film making
- > Event management
- > Creative industries or arts administration or management
- > Communication management
- > Arts promotion, policy and development
- > Artist
- > Academic or teacher

■ **ANNA CUDBY** Bachelor of Communication (Marketing Communication) Graduated in 2012. Marketing Specialist - Havelock North Fruit Company. I couldn't be happier with my choice to study a Bachelor of Communication degree majoring in Marketing Communication from 2010-2012 at Massey University. This degree prepared me well for my role where I head the marketing and sales for Rockit worldwide. Rockit Apples are a Kiwi innovation - the world's first miniature apple, sold globally in a novel tube for convenience and hygiene. Four years on from university studies and I still often use the skills learnt – that's something that is really great about the course. Assignments are based on real life companies and situations which makes it so relevant and easy to apply when you get into the workforce. The internship gave me practical work experience which was an advantage when applying for employment in a competitive job market. The Bachelor of Communication was the start of an exciting career for me; getting to develop and implement social media strategies, marketing strategies, manage sponsorship and events portfolios, not to mention getting to travel the world and meet some great people in the process.

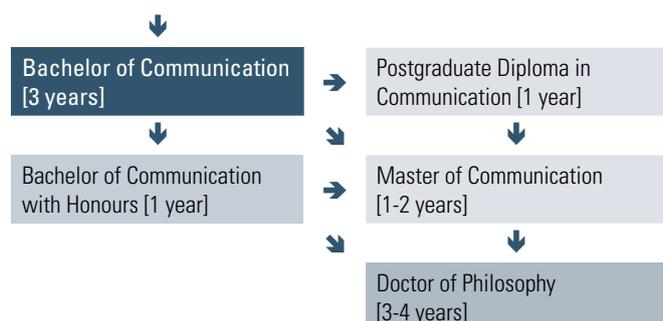
TYPICAL PATTERN FOR A BC DEGREE

YEAR 1	YEAR 2*	YEAR 3*
115.116 Introduction to Marketing 15 credits	200-level 15 credits	300-level 15 credits
139.133 Creative Communication 15 credits	200-level 15 credits	300-level 15 credits
154.101 Intro to Media Studies 15 credits	200-level 15 credits	300-level 15 credits
172.131 Language & Comm 15 credits	200-level 15 credits	300-level 15 credits
219.100 Intro to Business Comm 15 credits	200-level 15 credits	300-level 15 credits
219.101 Media Skills 15 credits	200-level 15 credits	300-level 15 credits
219.107 Intro to Cross-Cultural Comm 15 credits	100-level 15 credits	200-level 15 credits
230.111 Te Kupu: Writing & Enquiry 15 credits	100-level 15 credits	200-level 15 credits
120 credits	120 credits	120 credits
Compulsory	Major	Minor/elective

If your major or minor requires that you take a 100-level course, one or more of your core courses may be studied in your second year. *Student advisers are available to help you plan your degree, different majors have different patterns for Year 2 and 3.

PATHWAY TO POSTGRADUATE STUDY

ENROL IN...



KEY FACTS

- AVAILABLE IN AUCKLAND*
- AVAILABLE IN MANAWATŪ*
- AVAILABLE IN WELLINGTON*
- AVAILABLE VIA
DISTANCE LEARNING
- AVAILABLE FOR INTERNATIONAL
STUDENTS STUDYING IN NZ OR VIA
DISTANCE LEARNING

*SOME PLANNING ADVICE (0800 MASSEY) MAY BE REQUIRED



COMMUNICATION MANAGEMENT

A business major or minor of the BC

A GOOD FIT IF YOU

- > Like to be busy and enjoy multi-tasking
- > Enjoy observing organisational dynamics
- > Are interested in how people communicate

BECOME A COMMUNICATION SPECIALIST

You'll gain an understanding of the complexities, challenges, and rewards of interpersonal and organisational communication – you'll be a communication specialist.

WHAT IS IT LIKE?

Studying communication management at Massey gives you in-depth insights into many different forms of communication and how they are used at work and in the community. Factors like culture, gender, and technology all have a deep influence on how we connect. You can choose from courses that will re-shape how you understand yourself and your world, including Cross-Cultural Communication, Organisational Communication, Gender and Communication in Organisations, and have the option of completing a communication internship.

BECOME A SOUGHT-AFTER EMPLOYEE

You'll emerge with skills that potential employers find very desirable. Communication management shows you how to communicate to a range of audiences, make presentations to colleagues and clients using verbal and non-verbal approaches, and perform a communication audit.

LEARN WITH LEADERS IN THE INDUSTRY

Massey was the first to offer a university-level communication management programme in New Zealand, back in 1979. Our teachers are highly regarded internationally, blending expert international scholarship with real-world experience, giving you insights into the world of communication and consulting. You will obtain

**■ REBECCA ASHCROFT**

Bachelor of Communication (Communication Management). Graduated in 2016 Client Executive, SenateSHJ, Wellington. After leaving school, I began to study radio but soon realised I wanted to do something broader and more challenging, so I signed up for the Bachelor of Communication at Massey in Wellington.

I majored in Communication Management and minored in Linguistics. The range of courses that I did opened my mind to a range of career choices and paved my way for pursuing a career in communications. Day to day, I use much of what I learnt at uni, and am continuing to learn even more in my current role. At SenateSHJ I engage with a number of clients, from government to the private sector and NGOs. I do a range of interesting work around strategy, media, and internal communications. In my last semester of study I went on a student exchange to Edinburgh University, which was a great experience. When I came back to New Zealand, Massey's careers service and networking helped me find my first job at the Ministry of Business, Innovation and Employment (MBIE). At MBIE I worked in the Corporate Communications team looking after the intranet, event management and working with the broader team on strategy development.

The range of subjects, quality of teachers and tutors, and the overall learning experience was great, and I would recommend studying a Bachelor of Communication.

a comprehensive overview of communication management issues and processes.

At graduation you will be knowledgeable in management communication policies and practices, have a theoretical grasp of communication processes, and an awareness of how to apply communications and media technologies.

CAREERS

You may become a media relations or government relations specialist, or you could get a role as an internal communication advisor, helping an organisation deliver great communication in everything they do. Massey's Bachelor of Communication (Communication Management) will ground you in strategic planning, media relations, employee relations, issues management, and other public relations and communication management methods. Your future roles could involve specialising in any of these areas.

KEY FACTS

AVAILABLE IN AUCKLAND*

AVAILABLE IN MANAWATŪ*

AVAILABLE IN WELLINGTON*

AVAILABLE VIA DISTANCE LEARNING

AVAILABLE FOR INTERNATIONAL STUDENTS

STUDYING IN NZ

*SOME PLANNING ADVICE (0800 MASSEY) MAY BE REQUIRED

EXPRESSIVE ARTS

An arts major or minor of the BC

A GOOD FIT IF YOU

- > Love drama, creative writing, film-making, crafting images and videos online, or public speaking/debating
- > Are in lots of student clubs and societies at school
- > Enjoy putting on creative events
- > Are interested in a professional communication career with an organisation in the public or private sectors

JOIN A UNIQUE DEGREE TO EXTEND YOUR CAREER OPTIONS

If you love theatre, performance, creative writing, and making videos or films, but you want to ensure you have broader career prospects, the Bachelor of Communication (Expressive Arts) is for you.

WHAT IS IT LIKE?

Expressive Arts is unique in New Zealand and was created in response to student demand. As part of your study, you will be able to devise, direct and write theatre, creative writing and digital video productions.

CHOOSE THE CREATIVE DISCIPLINE YOU LOVE

Students told us they wanted a little bit of theatre, or creative writing, or digital media production, or some combination of all three, but not necessarily to focus just on one. So we invented 'expressive arts'. We call it the 'triple dip' major where you can add as much or as little as you like to your degree from any of the three creative discipline areas of theatre, creative writing, or digital media production. You choose what to emphasise, whether it's one, two or all three of these areas.

CAREERS

Surveys have shown that today's employers seek graduates who are collaborative, creative and can communicate well. They want staff who can give compelling presentations, problem-solve creatively, think originally, analyse perceptively, communicate effectively (both in person and on paper) and work well in teams. Learn these skills through expressive arts. When combined with the communication and corporate skills that you learn through your Bachelor of Communication you will have a qualification that can be applied across an amazing range of roles. Graduates with an expressive arts major are working today in government outreach, social media management, arts publicity, human resources, advertising, marketing and public relations, filmmaking, television and journalism, teaching, theatre and entertainment and creative and professional writing.



- **WHITNEY NUKU** Bachelor of Communication (Expressive Arts and Media Studies). Account Executive - Field Day.
Kia ora, my name is Whitney Nuku. Since graduating with a BC, composite major in Expressive Arts and Media Studies, my career in communication has been quite diverse and varied, which suits me well because I like a challenge! I started out as the Māori Communications Advisor at the New Zealand Qualifications Authority, where I used events, publications and videos to try to make NCEA understandable for diverse audiences. Currently I work for Field Day, an award winning fully integrated creative communications agency based in London, specialising in planning and executing "traffic stopping" creative work to build our clients' brand reputation. My role involves creative development and management of digital promotions, experiential activations and social media, through research, engagement, analytics and publishing content which is relevant, informative and interesting. I manage client accounts and I'm also involved in hands-on copywriting for social media, marketing campaigns, website and events, and providing creative leadership to our clients for their website, booklet, branding and other marketing collateral. I coordinate and implement marketing strategy – work that definitely requires creative thinking. I gained a lot of transferable skills in the Bachelor of Communication at Massey that have helped me perform in my career. Such as; using creative writing techniques to make basic product facts or government policies into an interesting read, filming and editing videos to help audiences understand complex information, or coordinating, designing, editing and proofing written and online publications. Plus, Expressive Arts in particular was a lot of fun – if you are looking for a degree that gets you an interesting career but is also enjoyable to study, I definitely recommend Expressive Arts.

KEY FACTS

ALL COURSES AVAILABLE
IN WELLINGTON
AVAILABLE VIA
DISTANCE LEARNING
SOME COURSES
AVAILABLE IN AUCKLAND,
MANAWATŪ
AVAILABLE FOR INTERNATIONAL
STUDENTS STUDYING IN NZ OR
VIA DISTANCE LEARNING



JOURNALISM STUDIES

A business major or minor of the BC

A GOOD FIT IF YOU

- > Are interested in current affairs
- > Enjoy talking to people and telling their stories
- > Enjoy learning about how the news media works

A FASCINATING AREA OF STUDY

The news and news media are constantly changing in both content and delivery, so journalism studies will always remain a fascinating area of study.

WHAT IS IT LIKE?

News media have always played a vital role in society but technological advances mean they are now pervasive. As the media changes, new questions arise around how the media should operate, including challenging ethical issues around things like fake news. In your journalism studies major, you'll learn about the media's role, you will build essential journalistic skills and expertise in specialised fields such as news reporting, feature writing, media law, investigative reporting, and the new and evolving forms of digital story-telling.

INTERNATIONAL RECOGNITION

Massey's communication programmes are only the seventh outside of the US to be recognised by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). This prestigious accreditation recognises Massey's "good connections with industry, its commitment to constant improvement, its strong leadership, and large research output". Massey Business School is ranked in the top 2% of business schools globally. Accreditation means your degree is internationally recognised, making it easier to arrange a student exchange and find employment overseas. The quality of Massey's journalism courses is internationally recognised. You learn from lecturers who

have vast experience (often as leading journalists themselves). Our journalism school is New Zealand's longest running, and has many graduates who are household names and celebrities.



■ **MATT TWORT** Bachelor of Communication (Journalism Studies Major). Graduated in 2018. 'In my third year I was covering the Jubilee Cup Rugby Final for the Dominion Post. I've wanted to be a sports journalist as long as I can remember. Having that passion for sport and learning that I could follow sport for a career and write about for a living! What I've learnt at Massey is how to structure a journalism story, how to interview people, what information is important to the public. The more you learn, the more fun it is, because you become more confident. If you want to do it, enrol yourself and come and meet the great lecturers that we have.'

CAREERS

This qualification is a great degree if you wish to become a journalist. Many students seeking further in-depth development as a journalist also opt for a fourth year in the Postgraduate Diploma in Journalism. The Master of Journalism offers a further attractive capstone to your studies.

■ **BRIDGET HAYMAN** Bachelor of Communication (Journalism Studies major). Media and Communications Adviser at the New Zealand Defence Force
'I have really enjoyed putting the skills and knowledge I learnt during my Bachelor of Communication at Massey to use in real life...'
As the Junior Media and Communications Adviser at the New Zealand Defence Force I take media enquiries on our media phone, write and send media releases and advisories about our people and activities. I have had the opportunity to travel from Napier to Wellington on a Navy Ship, media wrangled at the arrival and departure of the Duke and Duchess of Cambridge and have sat in on a live CNN interview about the Royal New Zealand Air Force's role in the search for MH370.

KEY FACTS

AVAILABLE IN AUCKLAND

AVAILABLE IN MANAWATŪ

AVAILABLE IN WELLINGTON

AVAILABLE VIA DISTANCE LEARNING

AVAILABLE FOR INTERNATIONAL STUDENTS

STUDYING IN NZ

LINGUISTICS

An arts major or minor of the BC

A GOOD FIT IF YOU

- > Have a curious mind
- > Love to know how things work
- > Are interested in the ways language can help or hinder successful communication in both social and professional spheres

WHAT IS IT LIKE?

In the Bachelor of Communication (Linguistics) you will explore how the brain manages language and the unwritten rules of interaction. You'll also uncover the underlying structures that shape our understanding of language and communication in settings as different as boardrooms, newsrooms, chat windows and living rooms. For example, you might examine murderers' text messages, provide a commentary for a sports match, construct an alien language, listen to global hip hop to track the influence of African-Americanisms, and observe people talking to dogs. The BC (Linguistics) gives you enhanced language skills for both the social and professional worlds. You will gain an understanding of the functions of language and the cultural implications of how we communicate through the media, socio-political and legal contexts.

SKILLS SOUGHT AFTER BY EMPLOYERS

You will learn transferable skills that employers seek - your own personal excellent written and oral communication skills and an ability to understand the subtexts of communication from others and diagnose unintended effects or communication 'bottlenecks'.

CAREERS

Massey University's linguistics major prepares graduates to work in a growing number of fields where an understanding of the systems, structures, functions and contemporary uses of language strengthens knowledge of communication.

CAREER FLEXIBILITY

This degree gives you a skill-set that is attractive to employers, but also provides flexibility for career pathways. Careers could include work as a technical or specialist writer, in market research and analysis. Large technology companies seek graduates to work on natural language processing, speech analysis and data collection. Your highly sought-after skills will also be useful for roles in communication, writing for the web and editing, in fact with any position that deals with human language.

SKILLS YOU WILL LEARN:

- > Analytical skills
- > Logical thinking
- > Ability to produce clear communication
- > Ability to diagnose communication effects and processes
- > Ability to advise on the role of specific language strategies as part of a broader communication strategy
- > Ability to understand language structures at the root of all languages, not just English, thereby enhancing cross-cultural communication and foreign language learning

■ **REBECCA FORREST** Bachelor of Communication (Linguistics major, Communication Management minor) Graduated in 2013. Account Coordinator, MediaMotive.

My first job – just three weeks after finishing my BC – was teaching English in Korea. I taught comprehension and phonics, carried out testing, provided coaching for speech competitions and worked alongside the head teacher to interview new teachers. It was amazing to see the cultural components of the degree come to life.

Returning to New Zealand, I worked in communication roles - non-profit and corporate - where I really got to use my communication skills, writing brochure, newsletter and website copy, editing policies, and contributing to business strategy.

After a year back in New Zealand I couldn't shake my affections for Asia, so I packed up once again and set off to China. I taught English again then, after a bit of proactivity and a little networking, scored a marketing internship at an international branding consultancy in Shanghai: Added Value, the agency behind the 100% Pure New Zealand campaign! I worked there over summer and continued teaching for extra income.

At the start of 2016 I found a full-time communication strategist role for global social media marketing agency 'We Are Social'. My role was varied and busy: copywriting, creating campaign ideas, coining compelling hashtags, and even appearing in client videos. Now, with this international experience under my belt, I've made a return to Australasia – moving to Sydney in mid-2016 and a role with one of Australia's leading digital media marketing bodies, MediaMotive. While my life after Massey has been a little unconventional and my career taking plenty of turns, I'm really excited to be part of an industry characterised by dynamism and change. I look forward to learning all the 'straya slang and challenges ahead.

KEY FACTS

AVAILABLE IN AUCKLAND
 AVAILABLE IN MANAWATŪ
 AVAILABLE IN WELLINGTON
 MOST COURSES AVAILABLE VIA
 DISTANCE LEARNING
 AVAILABLE FOR INTERNATIONAL
 STUDENTS STUDYING IN NZ OR VIA
 DISTANCE LEARNING



MARKETING COMMUNICATION

A business major or minor of the BC

A GOOD FIT IF YOU ARE

- > Outgoing, flexible and like interacting with people
- > Have a creative streak
- > Are interested in business, specifically how marketing works
- > Are interested in learning and applying communication facets in marketing

LEARN RELEVANT SKILLS THAT EMPLOYERS WANT

Marketing communication is a relatively new area of specialised expertise. But it is one that employers increasingly recognise is essential to their success by leveraging various channels for communicating and interacting with customers.

WHAT IS IT LIKE?

The Marketing Communication major in the Bachelor of Communication is the study of messages and related media used to communicate with customers. You will study areas like consumer behaviour, strategic marketing management and public relations and do a marketing consultancy project for an existing firm. This will help you understand marketing strategy, and how it applies in different organisations.

BECOME A CRITICAL THINKER

Massey University takes pride on its graduates' skills in critical thinking. The insights you develop with us open up new avenues to identifying target consumers and to measuring the effectiveness of your marketing campaigns. Massey encourages you to develop your analytical, ethical and independent thinking, and your understanding of how marketing communication works with other disciplines. We'll teach you about powerful marketing communication tools like direct marketing, sales promotion, advertising, personal selling,

publicity, and public relations, along with social marketing.

LEARN FROM THE BEST

You'll learn about cutting-edge practice in the industry. Many Massey teaching staff have substantial private-sector or consulting experience, helping to make Massey's School of Communication, Journalism and Marketing one of Australasia's leading marketing schools.

CAREERS

Marketing communication roles are varied and creative, and your qualification will open the door to many different career paths. Marketing communication roles feature in numerous companies in government, the community, and the private sector. You can specialise in a particular element or go into a more general role. You may begin working on elements of marketing under direction from your manager. As you progress you may advise managers and leaders on marketing communication strategy and in time, lead the marketing communication team. Tertiary-level teaching also features growing opportunities. You'll be able to utilise the reputation of Massey's Bachelor of Communication marketing major. Previous staff and graduates from Massey's marketing group have gone on to be Professors or Heads at eight leading universities in the UK, Hong Kong, Malaysia, Australia and New Zealand.

■ **DAN WALRAVEN** Bachelor of Communication (Marketing Communication) Graduated in 2012. My time at Massey University gave me a great platform to build a career in communication. I spent my first four years at an agency alongside some of Australasia's best practitioners offering strategic communication support to clients in NZ's public and private sectors.

I'm now a trusted communication adviser at one of New Zealand's most innovative dairy companies. From media and investor relations to internal communication and advising our leadership team, no one day is the same. To be the best you've got to learn from the best - that started for me during my Bachelor of Communication and I've made sure it has continued ever since.

I wouldn't be where I am without my Bachelor of Communication from Massey University. Majoring in marketing communication gave me a lens to the business world from a communication perspective, something that was truly fascinating to study. I also got to produce Turbos TV for three seasons - an initiative that complemented my business study due to the strong brand we were working with. I also took advantage of an opportunity to sit on the Bachelor of Communication Programme Committee as student rep for a year. I used Massey's flexibility with study modes in a way that suited me and allowed me to get the practical experience that is vital for getting a job. In addition to spending a year at each of the Palmerston North and Wellington campuses, I also spent time studying at Exeter University in the UK as a Massey Exchange Student with a scholarship from Massey Business School.

KEY FACTS

AVAILABLE IN AUCKLAND

AVAILABLE IN MANAWATŪ

AVAILABLE IN WELLINGTON

AVAILABLE VIA DISTANCE LEARNING

AVAILABLE FOR INTERNATIONAL STUDENTS

STUDYING IN NZ

MEDIA STUDIES

An arts major or minor of the BC

A GOOD FIT IF YOU

- > Are passionate about the media's ability to inform, entertain and communicate
- > Are interested in how the media impact on our lives and our understanding of world events
- > Want to learn the practical, creative and technical skills involved in producing a range of media content

WHAT IS IT LIKE?

Media studies is a fascinating area of study - ever-changing and challenging.

You will gain a broad-based introduction to both understanding and producing media, including visual images, video, audio and online forms (including television, cinema, newspapers and the internet).

UNDERSTAND AND CREATE MEDIA

During your study you will have the opportunity for hands-on experience in pre-production, filming and post-production using industry-standard software in digital media labs.

You will couple these hands-on skills with creative ways of employing media texts in meaning-creation. You learn how society and the media interact, how to help interpret the media world for clients and how to work within media-related jobs.

As part of your study you will produce a diverse range of media projects including:

- > Short fiction films
- > Music videos
- > Photography portfolios
- > Short documentaries
- > Media scriptwriting
- > Multimedia installations

CAREERS

Media studies graduates have pursued careers in wide-ranging fields such as advertising, public relations, radio, film and television, with government agencies and in teaching.

Our broad-based introduction to media technologies and forms, such as photography, video and audio, provides you with the digital know-how necessary to succeed in a wide range of media functions and careers.

Media studies gives you the expertise not just to work in the media. It provides you with media expertise within any industry or organisation that engages with the media or with public audiences. In today's media-rich

world, that's almost every organisation. Media studies qualifies you to work in organisations that connect with and advise on the media. This includes media production and post-production companies, advertising and design agencies, government departments, non-governmental and private organisations. These organisations may engage with, produce or circulate media.

■ ADELAIDE MCDUGALL Bachelor of Communication (Media Studies) Film Maker and Producer

I graduated from Massey in 2013 with a Bachelor of Communication majoring in media studies with a minor in public relations. Soon after I graduated, I flew to New York City to fulfil an internship at a fashion PR Company, working with brands such as Vera Wang and many others. I often found myself referring back to knowledge I had attained at Massey - and I was able to put that knowledge to use for press releases. This led me to an internship at Transistor Studios, a film production company in Brooklyn. It was here that I discovered my passion for film as I adored all the film classes that I took during my studies! And I was then hired as the Studio Manager, which I was thrilled about. I organised production workflows, assisting in shoots and filming, booking freelancers for the postproduction of commercials and online videos and contributing to creative discussion with clients. Some of my projects included working on a shoot for IMAX, a Lupe Fiasco music video and a Beats by Dre commercial.

In 2015, I was offered a role on "Ghost in the Shell" in Wellington and returned to New Zealand. I next obtained a production manager role at Robber's Dog in Auckland, working in television commercials. I also produced music videos on the side, my most recent project with NZ artist David Dallas. I even took a month off to do yoga teacher training in India! I'm currently working on "Westside" (Season four) with South Pacific Pictures, and am about to direct a short film I wrote, "VIRGO", which will be released online in May 2018. You can stay up to date with my projects on my Instagram @adelaidelena. Very exciting times! Later this year, I am moving to Vancouver to work on feature films.

I wouldn't have got to this point without Massey. It was at Massey that I had the opportunity to use camera and editing equipment, making some of my very first projects. It was such a special time and has been integral to the rest of my journey. My time with Massey prepared me to be able to participate effectively and professionally in a range of media-related roles and ultimately to pursue my passion for film production.

KEY FACTS

AVAILABLE AT AUCKLAND
 AVAILABLE IN MANAWATŪ
 AVAILABLE IN WELLINGTON
 AVAILABLE VIA
 DISTANCE LEARNING
 *SOME PLANNING ADVICE
 MAY BE REQUIRED.
 AVAILABLE FOR INTERNATIONAL
 STUDENTS STUDYING IN NZ OR VIA
 DISTANCE LEARNING

**PUBLIC RELATIONS**

A business major or minor of the BC

A GOOD FIT IF YOU

- > Enjoy meeting, talking to new people and finding out about their lives
- > Are a good writer
- > Have a creative streak
- > Enjoy keeping up with news and issues

ONE OF THE FASTEST-GROWING AREAS IN BUSINESS TODAY

Your study of public relations delivers knowledge and skills that are in increasing demand - public relations is one of the fastest-growing specialist areas in business.

WHAT IS IT LIKE?

The Massey Bachelor of Communication (Public Relations) will build the skills you need for a successful career in public relations. You will develop your interpersonal and inter-group communication abilities, strategic thinking and planning capabilities, writing, and research and information processing skills.

You'll learn how to help organisations to communicate in persuasive and ethical ways with their staff, customers, regulators, communities, investors, and society. Public relations practitioners organise events, write and edit media releases plus online and print newsletters and publications, develop strategic public relations plans, and get great results via new media.

LEADING THE WAY

Massey University was New Zealand's first institution to offer university-level courses in Public Relations, so you'll be able to take advantage of our vast knowledge and experience in teaching this discipline.

**CAREERS**

Your Massey PR education equips you with a sound grasp of the classic PR disciplines, and the BC structure enables you to complement this with areas such as creative communication – a potentially winning combination in the contemporary job market, where employers increasingly value creativity and adaptability. The internship course offers you the opportunity to gain real life PR experience as part of your studies, and our students are highly rated by internship hosts ranging from local councils to creative consultancies.

Enterprises across the spectrum of private sector, government, and not-for-profits now grasp the importance of public relations. Surveys show BC graduates consistently enjoy high rates of employability, across a wide range of industry categories. Job titles include communication coordinator, consultant, content and social media specialist, project manager and advisor. Public relations practitioners love how every working day is different, busy and challenging, drawing on and further building their creativity and showing them how to make a real difference in their organisations and communities.

LIZI GUEST Bachelor of Communication (Public Relations) Graduated in 2014.

Marketing and Communications Manager, Blacksheepdesign

It's not something that people often admit, but I didn't really understand what Communications was when I chose my degree. I did know that I wanted to study at Massey University, and the Bachelor of Communication career outcomes seemed up my alley - so I took the leap and it changed my life.

It's been four years since I graduated, and I'm now in my third communications position. I've been highly commended by the Public Relations Industry of New Zealand for the Young PR Practitioner of the Year award, I manage national and international client accounts and I'm starting to become recognised locally as a leader in the communications industry.

I work as the Marketing and Communications Manager at the full service creative agency Blacksheepdesign, alongside my comms team, designers and web developers. Our clients include Toyota NZ, the Palmerston North City Council, Mack Trucks and even Massey University. Full service means that we manage it all - from media liaison, event management, website content, and crisis communications to digital marketing and social media. I love all areas of communications and apply the theories and skills that I learnt at Massey to every channel and every client.

This didn't come easily, and there is another big part of what makes Massey University special. Halfway through my degree I became a first-time single mum. The support of lecturers and staff in the School of Communications not only pushed me to complete my studies but gave me the networks, skills and confidence to progress very quickly in my career.

KEY FACTS

AVAILABLE AT AUCKLAND
AVAILABLE AT MANAWATŪ
AVAILABLE AT WELLINGTON
AVAILABLE VIA DISTANCE
EQUIVALENT TO ONE YEAR'S
FULL TIME STUDY
NOT ALL MAJORS ARE
AVAILABLE ON EACH CAMPUS
AVAILABLE FOR
INTERNATIONAL STUDENTS
STUDYING IN NZ

DIPLOMA IN COMMUNICATION

DipC

WHAT IS IT LIKE?

The Diploma in Communication is designed to introduce students to a selection of disciplines in the communication field. It provides students with employment pathways in the fields, among others, of:

- > Public relations
- > Communication management
- > Arts administration
- > Event management
- > Relationship management
- > Journalism
- > Web content management
- > Social media advisor
- > Brand management
- > Advertising
- > Marketing/communications executive, or
- > Media planning/buying

Massey University's business and management studies ranks in the top 250 by QS (Quacquarelli Symonds) rankings. We are also ranked in the top 150 universities worldwide for business administration programmes by the ShanghaiRanking's Global Ranking of Academic Subjects.



KEY FACTS
AVAILABLE IN WELLINGTON
NORMALLY ONE YEAR OF
FULL-TIME STUDY
AVAILABLE FOR INTERNATIONAL
STUDENTS STUDYING IN NZ

POSTGRADUATE DIPLOMA IN JOURNALISM PGDipJ

A GOOD FIT IF YOU

- > Have an undergraduate degree (or completed one by time course starts)
- > Wish to become a respected journalist in New Zealand or overseas
- > Have excellent English language and written and oral communication skills
- > Are dedicated to accuracy
- > Have a good knowledge and interest in current affairs
- > Are interested in becoming a journalist as soon as possible

WHAT IS IT LIKE?

The Postgraduate Diploma in Journalism is the qualification that you need to become a journalist. It is a one-year full-time course, focusing on practical, relevant skills. This internationally recognised degree is based on leading overseas journalism qualifications and will build a firm foundation for an exciting career in journalism and other media-related areas.

PRACTICAL, RELEVANT EXPERIENCE, WHILE YOU STUDY

On-the-job experience is a key component of the qualification, giving you relevant experience sought after by employers. In the second half of the year, you will spend time working at media organisations, which include newspapers, news websites, magazines, radio and television stations. You will then do a full-time work placement at a media organisation. This could be anywhere in the country, including major dailies, provincial newspapers, magazines, internet news organisations, radio and television stations.

AWARD-WINNING STUDENTS

Our journalism students are regular finalists and winners of the journalism industry's prestigious Canon Media Awards. They also regularly

win major national prizes for investigative journalism.

LECTURERS LEADING THE WAY

Massey's lecturers are experienced journalists. They are respected by the industry and are contributing to this area of study, not just at Massey, but internationally. The head of the master's journalism programme at Massey is the editor of the standard journalism textbook used at all New Zealand journalism schools (and all Massey's journalism's staff contributed to the book).

CLOSE CONNECTIONS WITH INDUSTRY

The Massey journalism programme enjoys a close working relationship with the country's leading newspapers, news websites, radio stations and television stations. Wellington's Dominion Post newspaper, for instance, has hired many of our graduates, hosts our students on work experience and funds prizes, such as the Alex Veysey Memorial Prize, for our top students.

INTERNATIONAL RECOGNITION AND ACCREDITATION

The Massey University course is the oldest continuously operating journalism school in New Zealand, having been training journalists since 1966. Recently, the journalism industry gave the Massey journalism course an award for outstanding contribution to the industry, declaring that "no institution can claim to have had a greater role in shaping journalists in this country than the Wellington course." Our journalism programme is part of a prestigious and small group of international programmes (and the only one in Australia and New Zealand) to be recognised by the US-based Accrediting Council on Education in Journalism and Mass Communication. The accreditation recognises the Massey course's top international standing, excellent connections with industry, commitment to

constant improvement, strong leadership, and quality research output.

And journalism educators in the US recently judged our course's intensive module on reporting for the web as the best teaching idea "by far", beating out more than 50 mostly US-based courses.

LEARN THE VITAL SKILLS OF JOURNALISM

You will learn the vital industry skills to be a successful journalist in our modern society. You will learn news reporting, web-based reporting, feature writing, sports reporting, radio and television reporting, shorthand, etc. These are all the skills journalism workplaces expect of their new recruits.

It is no wonder the programme boasts an effectively 100 per cent employment rate.

- > News writing: Write and publish many news stories
- > Feature writing: Write features and other specialist forms of journalism
- > Interviewing: Learn the skills of successful and informative interviewing
- > Photography: Learn how to produce quality news photos with digital cameras
- > Radio and TV reporting: Prepare a variety of news stories to broadcast standard
- > Web-based journalism: Produce online news items (including text, links, audio and video).
- > Media law: Learn media law and the proper procedures for court and local authority reporting
- > Media ethics: Consider the big ethical issues that confront journalists
- > Shorthand: Reach industry-required speed and accuracy levels for shorthand
- > New media: Critically reflecting on new media practices including the use of social media
- > Work experience: Gain industry experience through several weeks' work placement at media organisations



Upon completion, you may choose to continue with a six-month in-depth project to complete a Master of Journalism qualification.

CAREERS

Graduates of our programme have gone on to work at New Zealand's top newspapers, news websites, magazines, radio and television stations, as well as at the BBC, CNN, SBS in Australia and countless overseas newspapers and magazines. One of our graduates, Alison McCulloch, was part of the team that won a Pulitzer Prize in journalism for its coverage of the Columbine killings.

WORLD-LEADING LECTURERS AND SUPERVISORS

Massey's journalism staff are internationally-renowned for their research and teaching and learning methods. You will be working with internationally-recognised journalism specialists, for example:

■ DR CATHERINE STRONG

A regular commentator on media and journalism issues Dr Strong has several decades of media experience across newspapers, radio, television, and online in several countries. These included Radio New Zealand, Energy Source Television and Knight Ridder Newspaper chain. Her research focuses on best practice in the newsrooms, as well as social media usage, Arab media, and gender and media. In 2013 she jointly won (with Dr Grant Hannis, also from the Massey School of Communications and Journalism) the Great Ideas for Teachers award for their course 'Teaching web-based reporting fast and efficiently' at the US Association for Education in Journalism and Mass Communication (AEJMC).

ENTRY REQUIREMENTS

Admission to the Postgraduate Diploma in Journalism (120 credits) is open to candidates who have:

- > Completed a Bachelor's degree or equivalent, with at least a B grade average in the 300-level majoring courses or equivalent; and
- > Been selected into the programme on the basis of a written application and interview
- > Candidates whose first language is not English, and who have not gained a New Zealand university entrance qualification, or an overseas entrance qualification in a country where the main language is English, will be required to provide satisfactory evidence of their proficiency in English in the form of an academic IELTS with a minimum score of 6.5 with no band less than 6.0, or an equivalent TOEFL score, or other such evidence that is acceptable to Academic Board.

SELECTED ENTRY

This is a selected entry programme. Applications close the end of October of the year prior to study.

WHAT DOCUMENTS DO YOU NEED TO SUPPLY TO SUPPORT YOUR APPLICATION?

- > A copy of your academic transcript/s
- > A copy of your current curriculum vitae, including academic and work history
- > Contact details of two referees
- > A portfolio of work you have submitted

■ CHRIS BRAMWELL Postgraduate Diploma in Journalism Political Journalist, Radio New Zealand

I am a political journalist for Radio New Zealand, working in its Press Gallery office at Parliament. My first job was as the Taupo branch office reporter for the Rotorua Daily Post.

I then moved to RNZ after a year as a general reporter specialising in environmental and science stories. After a year in the newsroom I started working in the Press Gallery, first on secondment and then on a permanent basis.

I chose Massey mostly because of the location: I like Wellington city and it's close to my family and friends. But also because I had met a lot of journalists who had done the course and recommended it, and some senior journalists whose work I admired were trained there.

I thought the programme provided an excellent grounding in news-gathering and writing. I especially valued having a former journalist with more than 20 years experience in the industry as a lecturer.

The Diploma was hugely effective in kick-starting my journalism career. I would have struggled to get to where I have so quickly without having completed the course. When I did the programme in 2004, students had to have 50 articles published by the end of the year.

In August that year I was behind where I needed to be, so I rang the Rotorua Daily Post and asked if I could spend a week in their newsroom during the semester break to boost my story count. I realised the moment I sat down in the newsroom that I knew exactly what to do, and that I had been well-trained.

At the end of that week the editor offered me a sole-charge position starting immediately after the course finished. I have the Massey University PGDipJ to thank for that job.

CONTACT MASSEY FOR MORE INFORMATION

MASSEY.AC.NZ

Our website is full of useful information covering everything you need to know – from what each campus has to offer, their departments and programmes, scholarships, events, accommodation and plenty more. And don't forget to bookmark the Massey site – it's constantly being updated with the latest information.

CALL OUR CONTACT CENTRE

If you'd rather speak to a real person feel free to give our friendly contact centre staff a call on **0800 MASSEY**. Or, if you'd like to actually see a real person, drop in to our campuses in Auckland, Palmerston North or Wellington.

STUDENT ADVISERS

We have heaps of people available to answer any questions you may have about studying with us. We understand it's a big decision. To speak to someone, or to get someone to visit your school or workplace:
Phone: **0800 MASSEY**
Text: **5222**
Email: academicadvice@massey.ac.nz
Dedicated international, Māori and Pasifika student advisers are also available.

'YOUR GUIDE TO' BOOKS

We produce a range of 'Your Guide To' books grouped around particular interest areas. They provide details of entry requirements, majors, course structures and career outcomes covering all our programmes. To obtain copies of 'Your Guide to' books: Download them at publications.massey.ac.nz
Phone: **0800 MASSEY**
Text: **5222**
Email: contact@massey.ac.nz

EVENTS

Another great way to see for yourself what life and study is like at Massey is at one of our Open Days. You'll learn about Massey's programmes, career opportunities, accommodation options, campus facilities, and get to talk to lecturers and current students.

Manawatū Open Day: 1 August
Auckland Open Day: 11 August
Wellington Open Day: 31 August

We also have stands at various career and tertiary education expos held all over New Zealand (and beyond).

If you want to know where you'll see us next, call **0800 MASSEY**, text **5222**, email contact@massey.ac.nz or visit events.massey.ac.nz

FACEBOOK.COM/MASSEYUNIVERSITY

We have our own Facebook page which you can join to keep up to date with what is happening at Massey before you come to study with us.

TWITTER

You can also follow us on Twitter
[@MasseyUni](https://twitter.com/MasseyUni)

INSTAGRAM

And follow us on Instagram
[@MasseyUni](https://www.instagram.com/MasseyUni)

YOUTUBE

There are heaps of videos to check out on our channel.
Go to youtube.com/masseyuniversity

INTERNATIONAL STUDENTS

We welcome more than 3,800 International Students from 100 countries each year. The International Office is the first point of contact for prospective students. If you are considering studying at Massey we welcome your enquiry and look forward to helping you join us.

FOR MORE INFORMATION

Phone: **+64 6 350 5701**
Email: international@massey.ac.nz
Web: international.massey.ac.nz

YOUR NEXT STEP

VISIT US ON CAMPUS

9 AND 15 MAY

AUCKLAND CAMPUS INFORMATION EVENINGS

27 JUNE

MANAWATŪ CAMPUS INFORMATION EVENING

5 JULY

WELLINGTON CAMPUS INFORMATION EVENING

1 AUGUST

MANAWATŪ OPEN DAY

11 AUGUST

AUCKLAND OPEN DAY

31 AUGUST

WELLINGTON OPEN DAY



0800 MASSEY (627 739)



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**YOUR FUTURE KNOWS
NO BOUNDS**

