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COVID-19

Programme titles covered by the COVID-19 Public Health Response (Vaccinations) Amendment Order 2021 are listed at [massey.ac.nz/vaccinerequired](https://www.massey.ac.nz/vaccinerequired). Students are required to provide details of their vaccination status on enrolment.

UPDATED MARCH 2022

Please note: The information contained in this publication is indicative of the offerings available in 2023 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

Study Communication at Massey



Massey University's communication and media-related programmes are ranked as some of the best in the world by the international university ranking agency QS (Quacquarelli Symonds). We are in the top 150 out of 800 leading world universities.

Our communication and marketing 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's majors in Journalism, Digital Marketing, Public Relations and/or Communication Management are accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). Massey's School of Communication, Journalism and Marketing is the only School in the Asia-Pacific region to receive this prestigious accreditation.

The Bachelor of Communication (Page 04)

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 strategic and meaningful ways. 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. It introduces students to a selection of disciplines in the communication field, and provides employment pathways in the fields of public relations, communication management, arts administration, event management, stakeholder relationship building, journalism, web content administration, social media advising, brand management, advertising, marketing/communications executive, and more.

The Postgraduate Diploma in Journalism (Page 14)

The Postgraduate Diploma in Journalism is New Zealand's leading journalism qualification. The programme blends theory with practical skills, and can be completed either in one year, or over a longer period studying part-time. This internationally recognised programme is based on leading overseas journalism qualifications. It is ideal for those who have a degree from a non-journalism discipline who want to enter the industry, or those with a journalism degree or experience seeking advanced skills and knowledge. It builds a firm foundation for an exciting career in print, online or broadcast journalism.



KEY FACTS

- > Available at Auckland
- > Available at Manawatū
- > Available at Wellington
- > Available via Distance Learning
- > Not all majors are available on each campus
- > Equivalent to three years of full-time study
- > Available for international students studying in New Zealand or via Distance Learning

Bachelor of Communication

BC

A GOOD FIT IF YOU...

- > Enjoy connecting with people
- > Like using creativity to solve practical problems
- > Enjoy doing lots of different interesting things every day to keep your brain stimulated.

In demand

Eighty-five per cent of graduates are employed within six months of graduation. These graduates are employed across 20 different industry categories with more than 280 different job titles.

The world needs communicators. It needs people who have the creativity and imagination to develop content that will inspire and connect people. It needs those with the logic, analysis and language skills to deliver that content in a strategic and meaningful way.

Unique variety in your study – just like the working world

Massey's Bachelor of Communication is the only communication degree in New Zealand that requires you to take courses from both business and arts. You'll probably discover that neither is what you expected. You may even love a subject you didn't think you would! Combining words, images and creativity with business will make you a highly-employable communication specialist.

You'll graduate not just with a degree, but as a well-rounded, innovative communication specialist who is sought-after by employers. In our survey of past graduates, 84% believed that their BC studies were relevant to their present work.

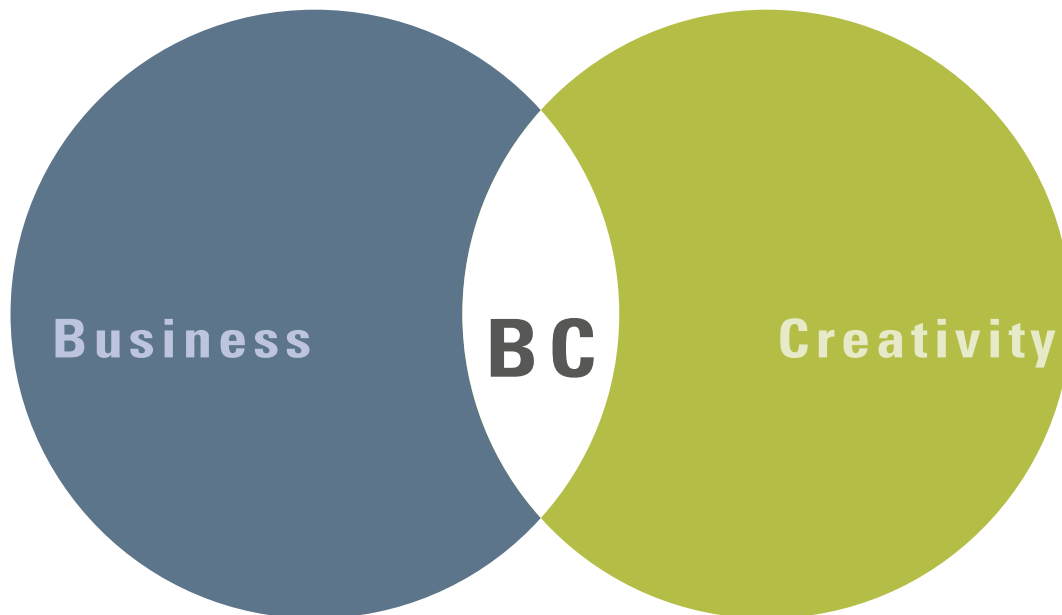
The Bachelor of Communication builds the skills you need to make an outstanding contribution in whatever field interests you. You will gain skills in using up-to-date technology, and you will have the opportunity to obtain deep insights into the communication industries.

Real-world learning

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, events and speeches, depending on the courses you choose.

You'll learn from internationally renowned staff. Massey has the oldest journalism school in New Zealand. Our teachers in the Bachelor of Communication expressive arts courses (theatre, creative writing and media production) have won five national teaching awards.



CAREERS

There are a wide variety of jobs and exciting opportunities in communication.

The Bachelor of Communication (BC) prepares you for many occupations, in almost any industry. The world is truly your oyster!

Your choices are not restricted – every field uses communication specialists, from healthcare to education to aviation to high-end fashion or the arts, and your expertise is transferable – Massey's BC makes sure you come out well rounded and flexible. Massey Bachelor of Communication graduates have had outstanding employment success.

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

- > Academia or teaching.
- > Arts promotion, policy and development
- > Communication consulting
- > Creative industries or arts administration or management
- > Event management
- > Film-making
- > Journalism
- > Liaison and advisory work
- > Marketing, advertising, promotion, brand management
- > Media industries including production
- > Organisational training and development
- > Producing and directing film, theatre, dance and a wide range of other creative enterprises
- > Project management
- > Public affairs
- > Public relations
- > Relationship management
- > Scriptwriting
- > Social media content production or social entrepreneurship
- > Speech writing, travel writing, blogging, social commentary
- > Writing, editing, publishing or researching

ENTRY REQUIREMENTS

For up to date admission requirements, see massey.ac.nz/admission

TYPICAL PATTERN FOR A BC DEGREE

Below is a typical pattern for a Bachelor of Communication:

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	Introduction to Media Studies (15 credits)	200-level 15 credits	300-level 15 credits
172.131	Language and Communication (15 credits)	200-level 15 credits	300-level 15 credits
115.111	Communication Theory and Practice (15 credits)	200-level 15 credits	300-level 15 credits
219.101	Media Skills (15 credits)	200-level 15 credits	300-level 15 credits
219.108	Introduction to Journalism (15 credits)	100-level 15 credits	200-level 15 credits
230.111	Tū Kupu: Writing and Enquiry (15 credits)	100-level 15 credits	200-level 15 credits
120 credits		120 credits	120 credits
Compulsory	Major	Minor/ elective	

*Student advisers are available to help you plan your degree; different majors have different patterns for Years 2 and 3.

PATHWAYS TO POSTGRADUATE STUDY

Keen on going further? You could consider a Postgraduate Diploma in Arts (1 year), followed by a Master of Arts in Media Studies or English (1.5 years). Another path could be a Bachelor of Communication (3 years) followed by MBS (Comm). These might ultimately lead to a Doctor of Philosophy (3-4 years).

KEY FACTS

- > Available at Auckland*
- > Available at Manawatū*
- > Available at Wellington*
- > Available via Distance Learning
- > Available for international students studying in New Zealand or via Distance Learning

*Those studying at Auckland or Manawatū in either semester, or Wellington in S1 may need advice.



Communication Management

A business major or minor of the BC

A GOOD FIT IF YOU...

- > Have an interest in communication
- > Wish to develop your ability to influence and lead
- > Want to learn more about how communication can shape our social environments for the better

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.

The Bachelor of Communication (Communication Management) gives you insight into how organisations and communities use communication, whatever form it takes. You'll investigate how factors such as culture, gender and technology influence our ability to connect with others.

You can choose from courses that will re-shape how you understand yourself and your world, including Cross-Cultural Communication and Organisational Communication, as well as developing your skills in writing and presenting across traditional and digital communication platforms. You'll also 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 with diverse groups of people inside various organisational contexts. You'll learn how to communicate with a wide range of people, and write for a range of audiences across different media.

Learn with leaders in the industry

Massey was the first to offer a university-level communication management programme in New Zealand in 1979. Our teachers are highly regarded internationally. Their teaching blends expert international scholarship with real-world experience, giving you

insights into the world of communication and consulting. You will obtain a comprehensive overview of communication management issues and processes.

CAREERS

You may consider becoming an internal communications specialist, a social media adviser, or you may want to take on a consultancy role. There are plenty of career opportunities in a range of organisations from private companies and government organisations to non-profit.

- **REBECCA ASHCROFT**
BC (Communication Management)
Communications Advisor,
Hawke's Bay Regional Council.
"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.



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. 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. In my last semester I did a student exchange to Edinburgh University, which was a great experience. When I came back, 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.

KEY FACTS

- > Available at Auckland
- > Available at Manawatū*
- > Available at Wellington*
- > Available via Distance Learning
- > Available for international students studying in New Zealand or via Distance Learning

*Manawatū and Wellington may not be able to complete in 3 years.

Advice may be required.

Digital Marketing

A business major or minor of the BC

A GOOD FIT IF YOU...

- > Enjoy connecting with people
- > Like using creativity to solve practical problems
- > Are interested in digital technologies
- > Enjoy expressing yourself through writing and online media

WHAT IS IT LIKE?

Combine your love of technology and creativity with the Bachelor of Communication (Digital Marketing).

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.

We increasingly need communicators who have an in-depth understanding of the digital world, and how communication through this medium has an impact. Massey University's BC in digital marketing will give you these skills.

This degree was developed in consultation with employers. They told us the skills they are looking for – skills that other qualifications lack. Working collaboratively with employers and industry means your learning will have a strong practical element, and be highly relevant across a wide range of sectors. Communicating via digital platforms is now a standard of communication practice, yet many organisations do not understand to use this to its full potential. Your knowledge will be in demand.

Massey University Bachelor of Communication graduates are employed across nine different industry categories with more than 60 different job titles.

You will learn about:

- > All forms of digital media
- > How to produce effective digital material
- > Digital branding
- > How to use social media effectively, to help companies thrive and grow.

You will apply marketing theory to digital marketing situations and develop evidence-based digital strategies. Our courses will teach you how to then translate that strategy into specific tactics that integrate elements of the digital marketing communication mix.

Newly-established guidelines for digital ethics have been working to keep up with the rapid expansion of digital media. You will learn the skills and framework for acting ethically in the context of the digital marketing discipline.

CAREERS

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.

When you graduate with the digital marketing major there are many options for employment. You could take your new-found skills to become an organisation's digital specialist, or you could become part of a marketing or digital communication agency team. Some examples of roles in this area are:

- > Digital marketing coordinator
- > Digital marketing manager
- > Digital strategist
- > Digital channels advisor
- > Search engine optimisation manager
- > Social/content marketing manager

KEY FACTS

- > Available at Auckland
- > Available at Manawatū*
- > Available at Wellington*
- > Available via Distance Learning
- > Available for international students studying in New Zealand

*Manawatū and Wellington may not be able to complete in 3 years.

Advice may be required.

A GOOD FIT IF YOU...

- > Are in lots of student clubs and societies at school or enjoy putting on creative events
- > Want to be a creative writer, filmmaker or theatre maker but know you need organisational skills
- > Are interested in applying creative skills in a professional communication career.

Join a unique degree to extend your career options

If you love being creative and want to study a selection of theatre, performance, creative writing and digital media production courses, but you also want great career prospects, the Bachelor of Communication (Expressive Arts) is for you.

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 choose from a range of activities such as devising, directing and writing theatre, writing creative works including fiction, poetry, creative nonfiction, writing for children, and screenplays, or filming and producing digital video.

Students told us they wanted a little bit of theatre, creative writing or digital media production, or some combination. 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.

As well as hands-on skills in various creative areas, you'll learn leadership skills and how creativity fits into a professional communications role. For example, you might write a travel memoir, produce a music video, or direct an experimental multi-media show based on your original script. You might use techniques of improvisational theatre as a way of unlocking transferable skills in teamwork or innovation. You might find yourself crafting Twitter poetry or learning how your posture communicates instantly to

Expressive Arts

An arts major or minor of the BC

others. As part of your study you will be able to devise, direct, write and produce theatre, creative writing and/or digital video productions.

■ **WHITNEY NUKU**
BC(Expressive Arts/Media Studies composite major)
Senior Policy Analyst,
Ministry for the Environment.
Since graduating with a Bachelor of Communication majoring in Expressive Arts and Media Studies, my career in communications has been truly diverse. This 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.

Then I spent a fun and varied two years as a communication professional in the United Kingdom, developing specialty expertise in creative strategic planning, online communication, copywriting, stakeholder, project and event management. I worked in a few award winning fully integrated creative agencies based in London, where I specialised in creative development and management of digital promotions, experiential activations and social media. In these and other roles I was involved in hands-on copywriting for social media, marketing campaigns, websites and events, and providing leadership for online community building – 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.



KEY FACTS

- > Available at Wellington
- > Available via Distance Learning
- > Available for international students studying in New Zealand or via Distance Learning

A GOOD FIT IF YOU...

- > Want a career as a journalist or in communication
- > Are interested in current affairs
- > Enjoy learning how the news media works

Join an internationally renowned journalism programme

Join a prestigious group of leading journalists that have studied at Massey University — New Zealand's longest-running, internationally accredited journalism programme.

In the Bachelor of Communication (Journalism), you will learn about the news media's role. You will build essential journalistic skills in specialised fields. These include news reporting and writing, interviewing, researching, editing, feature writing, photojournalism, radio and television journalism, podcasting, reporting on courts, politics, sport and investigative reporting.

In your major, you will learn news media theory and study the role of the media and essential media law. You'll get to practice essential journalistic skills. You'll also gain in-depth understanding of specialised fields.

Sought-after by employers

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.

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 most long-standing, and has many graduates who are household names and celebrities.

International recognition

Accreditation means your degree is internationally recognised, making it easier to arrange a student exchange and find employment overseas.



Journalism

A business major or minor of the BC

Connect with industry while you study

You can take advantage of Massey's close relationships with industry by taking the communication internship. This gives you professional work in a local organisation. You'll get some great networking opportunities. This means you have already built relationships with potential employers before you graduate.

CAREERS

There are opportunities for journalists in areas including:

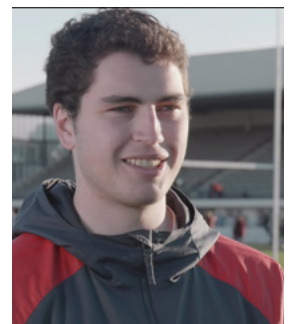
- > News organisations and newspapers (metropolitan or community)
- > Corporate work
- > Magazines
- > Television
- > Radio
- > Social media.

Journalists can advance further to senior roles such as news director, producer or editor. Graduates of the Massey journalism programme have gone on to work at New Zealand's top news organisations such as Stuff, NZ Herald, Radio New Zealand and TVNZ, as well as at international news outlets such as The Guardian, BBC, CNN, SBS Al Jazeera and Reuters.

■ MATT TWORT BC (Journalism Studies).

"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 it 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.

If you want to do it, enrol yourself and come and meet the great lecturers that we have."



KEY FACTS

- > Available at Auckland
- > Available at Wellington
- > Available via Distance Learning
- > Available for international students studying in New Zealand

A GOOD FIT IF YOU...

- > Are curious about language and how it's used in everyday contexts
- > Want to learn to interpret and use language effectively
- > Are interested in the ways language can help or hinder communication in both social and professional spheres

WHAT IS IT LIKE?

In the Bachelor of Communication (Linguistics) you will explore how language users manage the unwritten rules of human interaction. You'll also uncover the underlying structures that shape our understanding of language and communication in settings as different as social media, boardrooms, newsrooms 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 in media, socio-political and legal contexts.

You will acquire transferable skills that employers actively seek, including excellent written and oral communication skills. You will also learn how to identify the subtexts and indirect messages that are characteristic of interaction in a wide range of contexts, and diagnose communication problems or '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.

Careers could include work as a creative, technical or specialist writer and in market research and analysis. Large technology companies seek linguistics graduates to work on natural language processing, speech analysis and data collection. Your

Linguistics

An arts major or minor of the BC

highly sought-after skills will also be useful for many roles in communication, writing and editing for the web or printed media and editing, in fact with any position that deals with human language. You will learn:

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

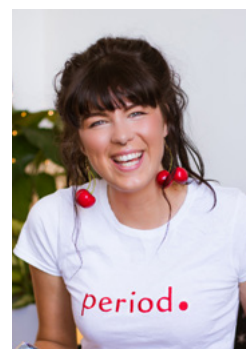
■ OLIE BODY

BC (Linguistics) with a minor in Marketing Communication. Founder and managing Director, Wā Collective.

I wanted a degree that I would enjoy (life's short!) and one that would give me tangible skills to take into the world, as well as a degree that really got me to think.

While studying, I set up a social enterprise called Wā Collective in response to discovering a third of my classmates had skipped class due to not being able to afford menstrual products. I've since been able to scale Wā Collective nationally as an impact-driven sustainable business with global reach. I was able to do this, in part, from the skill-set I learned in the BC.

Linguistics gave me a greater appreciation and understanding of language, ideologies and motivations. Specifically, this understanding in conjunction with the analytical thinking it taught, allowed me to utilise language to push for systemic positive social change in Aotearoa New Zealand through Wā Collective.



KEY FACTS

- > Available at Auckland
- > Available at Manawatū
- > Available at Wellington
- > Available via Distance Learning
- > Available for international students studying in New Zealand

A GOOD FIT IF YOU...

- > 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
- > Want to learn how to communicate effectively across a range of media

WHAT IS IT LIKE?

At Massey, we help you create, critique and connect with the media world, building the skills to understand and make media for a wide range of professional communication roles. Media studies is an exciting discipline that will prepare you for the challenges of an information-rich society.

Media studies is taught through an innovative programme that blends theory with creative practice. It analyses the production, consumption and content of media and their social, cultural, political and economic implications. You will learn how decisions are made on what is communicated, how media forms and industry structures shape those messages, and how this impacts our lives and understanding of the world. Media studies will help you become a flexible and critical thinker and maker, equipped to be a digitally literate, politically-engaged citizen.

Media can include everything from film, social media and television to popular music and smartphone apps. We look at different aspects of the media and their relationships to historical, social and cultural contexts.

During your study you will have the opportunity for hands-on experience in creating digital media using industry-standard equipment and software. You'll combine these hands-on production skills with creative ways of employing media texts in meaning-creation. You'll also gain an understanding of how media influences society and culture. You'll learn how to help interpret the media world for clients and how to work within media-related jobs.

Media Studies

An arts major or minor of the BC

CAREERS

Digital media literacy is becoming increasingly important across all sectors. The skills you will develop with this major are versatile and highly sought-after in many careers.

Media studies graduates have pursued careers in wide-ranging fields such as advertising, social media, 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 web design, provides you with the digital know-how necessary to succeed in a wide range of careers that involve communication and media.

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.

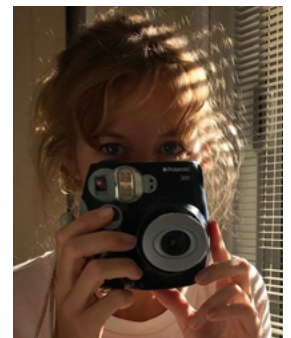
Media studies qualifies you to work in organisations that connect with and advise on the media. This includes media production and post-production companies, advertising and design agencies, government departments, non-governmental and private organisations. These organisations may engage with, produce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

■ ADELAIDE MCDUGALL

BC(Media Studies)

Freelance production coordinator
Vancouver

"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 at Manawatū
- > Available at Wellington*
- > Available via Distance Learning
- > Available for international students studying in New Zealand or via Distance Learning

*Auckland and Wellington intakes may not be able to complete in 3 years. Advice may be required.



Public Relations

A business major or minor of the BC

A GOOD FIT IF YOU...

- > Enjoy planning and research
- > Are creative and a good writer
- > Understand the importance of relationships
- > Enjoy keeping up with news and issues

WHAT IS IT LIKE?

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.

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. You'll also learn strategic thinking, planning, writing, 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, online and digital content
- > Advise on issues and crisis management
- > Develop and execute strategic public relations plans, and
- > Build relationships with a range of internal and external stakeholders.

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 extensive knowledge and experience in teaching this discipline. This major is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC).

CAREERS

Your Massey PR education equips you with a sound grasp of the classic PR disciplines. The programme's structure enables you to complement this with areas such as creative communication. This is a potentially winning combination in the contemporary

job market, where employers increasingly value creativity and adaptability.

The internship course included in this major 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 for managing organisational reputation and key relationships.

■ LIZI GUEST BC (Public Relations)

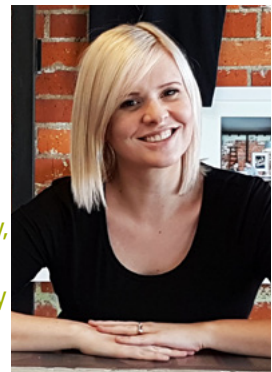
Owner, Little Kōwhai

"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.

To date, I've been highly commended by the Public Relations Industry of New Zealand for the Young PR Practitioner of the Year award, worked with in-house communications and marketing teams, managed national and international clients and have become recognised locally as a leader in the communications industry.

I've spent the last few years as the Marketing and Communications Manager at the full service creative agency Blacksheepdesign, alongside a communications team, designers and web developers. My clients included Toyota NZ, the Palmerston North City Council, Hino Trucks, Wildbase Recovery and even Massey University.

I've begun my own communications consultancy, Little Kōwhai.



KEY FACTS

- > Available at Auckland
- > Available at Manawatū
- > Available at Wellington
- > Available via Distance learning
- > Equivalent to one year's full time study
- > Available for international students studying in New Zealand

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 advice
- > Brand management
- > Advertising
- > Marketing/communications



Postgraduate Diploma in Journalism

PGDipJ

KEY FACTS

- > Available at Wellington
- > Available via Distance Learning
- > One year of full-time study. Also available for part-time study.
- > Available for international students studying in New Zealand

A GOOD FIT IF YOU...

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

WHAT IS IT LIKE?

The Postgraduate Diploma in Journalism focuses on practical, relevant skills. This internationally recognised programme is based on leading overseas journalism qualifications and will build a firm foundation for an exciting career in journalism and other media-related areas.

On-the-job experience is a key component of the qualification, giving you relevant experience sought after by employers. You will do a work placement at a news organisation (full or part-time, dependent your choice of study). This could be anywhere in the country, including online news organisations, newspapers, magazines, radio, or television.

Our journalism graduates are regular finalists and winners of the journalism industry's prestigious Voyager Media Awards. They have won the leading prize for student investigative journalism, the Bruce Jesson Award, in many of the previous years.

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.

Our journalism programme enjoys a close working relationship with the country's leading news organisations. Wellington's Dominion Post, 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 journalism industry has awarded the Massey journalism course for outstanding contribution to the industry, declaring that "no institution can claim to have had a greater role in shaping journalists in this country."

Our journalism programme is recognised by the US-based Accrediting Council on Education in Journalism and Mass Communication. The accreditation recognises the Massey programme's top international standing, excellent connections with industry, commitment to constant improvement, strong leadership, and quality research output. Journalism educators in the US recently judged our programme's intensive module on online reporting as the best teaching idea "by far", beating out more than 50 mostly US-based courses.

Massey Business School is ranked in the top 2% of business schools globally. The Massey University journalism course is the oldest continuously operating journalism school in New Zealand, having been training journalists since 1966.

Learn the vital skills of journalism

You will learn news reporting, feature writing, sports reporting, radio and television reporting, media law and investigative reporting. 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. In this postgraduate diploma you will gain skills in:

- > 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
- > Visual journalism: Learn how to produce quality news photos and video
- > Radio and TV reporting: learn how tell stories visually and aurally, through video or podcast, to the industry standard



- > 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
- > New media: Learn about the newest media practices including data journalism
- > Work experience: Gain industry experience through several weeks' work placement at media organisations

CAREERS

Graduates of our programme have gone on to work at New Zealand's top news organisations, 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.

ENTRY REQUIREMENTS

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

- > Completed a Bachelor's degree or equivalent, and
- > 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 7.0 in all bands.

■ JESSICA RAPANA PGDipJ.

Ngāti Ngāpuhi

Newspaper reporter, Australia

"I chose Massey because it had a reputation for being the best. It was a specially tailored course aimed at producing well-trained journalists. The lecturers offered constant mentorship and support. The Massey course was full of opportunity. It allowed me to travel to Asia on a student exchange and work in some top newsrooms. The course also put me in touch with past and present students, who had similar interests and passions to me. These people became good friends and went on to be industry contacts as well. My advice to anyone considering this course would be to go for it. You get out what you put in. It can be as rewarding as you make it, whether that be finding stories, volunteering or showing people how hard you are willing to work."

■ DR JAMES HOLLINGS

The course programme leader has an extensive background in journalism. He specialises in investigative journalism, and is the editor of 'A Moral Truth: 150 years of investigative reporting in New Zealand'. He is also an international published scholar and a leading expert on New Zealand journalism.

Master of Management (Journalism)

PGDipJ

KEY FACTS

- > Available at Wellington
- > Available via Distance Learning

A GOOD FIT IF YOU...

- > Are aiming for a more senior role in the newsroom
- > Have a different qualification but are wanting to get into journalism
- > Want practical experience in news reporting.

SPECIALISE IN JOURNALISM FOR YOUR MASTER OF MANAGEMENT AT MASSEY

The Master of Management (Journalism) is a programme for those who are wanting to prepare for a career in journalism or those who have already been in the industry and are interested in specialising.

WHO IS IT FOR?

You might already have an undergraduate degree in another field, but wish to get into journalism. You'll get a basic grounding in the subject before taking on an internship giving you practical experience in the workplace. Alternatively, you may have already been working in the field but want to upskill. You might be doing general reporting but are interested in becoming a political reporter or getting into audio-visual reporting. You may wish to take courses in management or finance, for instance.

FLEXIBLE STUDY

The Master of Management in Journalism is flexible, so you can study either on campus or via distance learning. The programme can be studied part time or full time.

YOU'LL BE IN DEMAND

The skills you learn with the Master of Management (Journalism) will be more current and relevant to the news media industry. To graduate, you'll need to fulfil 60 credits which involve a practical placement at any media outlet. Our lecturers all have industry experience, from radio and television broadcasting to media companies, so you'll be working with the best.

ENTRY REQUIREMENTS

To enter the Master of Management (Journalism) you will have:

- > Been awarded or qualified for a relevant bachelor's degree or equivalent qualification, having achieved a grade average of at least B- in the highest level courses, or
- > Have been awarded or qualified for a Postgraduate Diploma in Business or in Journalism with a B- grade average, or equivalent.
- > If you have a Postgraduate Diploma in Business or in Journalism as outlined above, you may apply for credit towards Part One of the qualification, in a single subject.
- > Credit may be awarded in accordance with the limits specified in the Recognition of Prior Learning regulations. If you are granted credit, the degree will be awarded without a subject.

You will need to provide verified copies of all academic transcripts for studies taken at all universities other than Massey University.

CAREERS

The news media is highly competitive, and your specialised skills will open up more job opportunities. Our graduates have gone on to work at some of New Zealand's top media organisations and at newspapers, magazines and radio and television around the world. You'll be ready to take on specialist roles, potentially including:

- > Audio-visual journalist
- > Business journalist
- > Documentary story-telling
- > Editor
- > Political reporter
- > Sports journalist
- > Data investigative journalist.

See www.massey.ac.nz/mmj for more information.

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 qualifications, scholarships, events, accommodation and plenty more.

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 627 739**.

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 627 739**

Text: **5222**

Email: **academicadvice@massey.ac.nz**

Dedicated international, Māori and Pacific student advisers are also available.

PROGRAMME GUIDES

We produce a range of supplementary guide publications with programmes grouped around particular interest areas. They provide details of entry requirements, majors, course structures and potential career outcomes covering all our qualifications.

To obtain copies of these guides, see **massey.ac.nz/yourguideto**

Phone: **0800 627 739**

Text: **5222**

Email: **contact@massey.ac.nz**

EVENTS

VIRTUAL OPEN DAYS

See opendays.massey.ac.nz/explore/

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 627 739**

Text: **5222**

Email: **contact@massey.ac.nz**

Visit: **massey.ac.nz/events**

SCHOOL OF AVIATION ANNUAL OPEN DAY

Saturday 10 September 2022

Massey University Aviation Centre
47 Airport Drive, Palmerston North

To register please contact **aviation@massey.ac.nz** or call **0021 MASSEY**

INTERNATIONAL STUDENTS

The International Recruitment team 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: **massey.ac.nz/international**

SOCIAL MEDIA



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WECHAT

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