

Journalism Innovation

Key transferable skills

Skills you will obtain in this degree that are transferable across many career options.



ENTREPRENEURSHIP
AND INNOVATION



CONSIDER
ETHICAL ISSUES



ADAPTABILITY
TO CHANGE



BIG PICTURE AWARENESS



STRATEGIC THINKING



WORK WITH DIGITAL
TECHNOLOGY

Aspiring or mid-career journalists who study Journalism Innovation will develop insights and concrete responses to the contemporary, changing media industry. The course also aims to develop business, marketing, project management and software design skills essential for the entrepreneurial 21st-century media professional.

Career pathways

Graduates will be well placed to find employment in a range of roles directly or after further study. Common roles include:

- Social media/online content manager
- Strategic communications consultant
- Editor/sub editor
- Media project manager
- Senior journalist
- Editorial chief of staff
- Foreign correspondent
- Media law and ethics adviser
- Marketing manager
- Secondary/tertiary educator
- Engagement manager
- Publishing editor

Discipline specific/technical skills

Technical skills that you will develop as part of your course.

- Digital editing and publishing techniques
- Advanced research methods
- Entrepreneurship and leadership approaches
- Law, ethics and social responsibility awareness
- High level professional writing skills
- Critical engagement with journalism concepts
- Understanding of contemporary media issues

Major employers

Graduates have found jobs in a range of organisations including:

- News Corp Australia
- Nine Entertainment Co
- Seven West Media
- Community newspaper, television and radio networks
- Bauer Media Australia
- Australian Communications and Media Authority
- Australian Press Council
- Federal Parliamentary Press Gallery
- Australian Associated Press
- Secondary schools
- Universities and research institutes
- Advertising and marketing agencies

Source: LinkedIn Live Alumni, Burning Glass Technologies

Boost your employability



BROADEN YOUR SKILLS



CONNECT WITH INDUSTRY



MANAGE YOUR CAREER



GAIN EXPERIENCE