

SCHOOL GRADUATE STORIES

Name: Emily Wheeler

Degree: Bachelor of Communication - Advertising

Year of degree: 1st (2011)

Campus: Werrington South

High School: Macarthur Anglican School

Completed Year 12 in: 2010



Is the degree or course structure what you expected?

The course structure allows a lot of freedom but with that comes the responsibility to organise your timetable, study load and assignments

How is university different from school?

High school was very structured while university allows you to do anything you like, surrounded by people with the same interests.

How did high school help you in preparing for university?

Macarthur Anglican School offered study workshops as well as many information afternoons where representatives from different universities spoke to the senior students.

What is the most interesting thing you've done at university so far?

Spending time with some amazing students and assisting at the television station TVS, which is based at our campus.

What are some of your achievements since you started university?

Co-creating an advertising campaign from scratch and making a stop motion film.

Have your career aspirations changed since you began studying?

While my course affirmed my interest in advertising, it has also sparked an interest in writing which I am now studying as a sub-major.

What advice would you give to students at your high school about pursuing university study?

University is one of the most rewarding experiences you can have. The friends you make and the things you learn will stick with you for the rest of your life.

Why did you choose to study at UWS?

I looked at a few different universities before deciding on UWS. In the end UWS offered the best options for my course as well as travel time.

Course Information



Bachelor of Communication – Advertising

Where is it held (campus)?

Werrington South

How long is it?

3 years full time

Career opportunities:

UWS Bachelor of Communication (Advertising) graduates typically find employment in: advertising agencies, direct marketing agencies, new media companies, television and radio stations, marketing and market research companies, copywriting studios

Subjects include:

Writing as Communication, Advertising: An Introduction, Design Thinking, Public Relations Theory and Practice, Communication Law and Ethics, New Media Contexts, Media Analysis, Researching Media Audiences

ATAR (2011)

Penrith 70.00

Additional information:

The Advertising major of the UWS Bachelor of Communications degree gives students a thorough grounding in general principles of communication, as well as practical skills in advertising through internship placements and project-based learning. Offering an ideal balance of advertising theory and practice, the course focuses on real project-based outcomes

You will gain valuable industry experience working with business and community organisations as part of your major studies (through an internship), and you will also be encouraged to pursue your own workplace-related projects and to produce a portfolio of final material

For more information:

Visit the UWS website course information at <http://future.uws.edu.au/>