



VICTORIA UNIVERSITY OF
WELLINGTON
TE HERENGA WAKA

**TOHU PAETAHI
WHAKAWHITI KŌRERO**

**BACHELOR OF
COMMUNICATION**

2026



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Te Herenga Waka—Victoria University of Wellington has an overall five-stars-plus rating in the QS Stars university rating system, one of only 23 universities worldwide to do so. The University gained a total score of 966 out of a possible 1,000 points across eight audited categories, including maximum points for the employability and inclusiveness categories. Maximum points were awarded for 25 of the more than 30 indicators, including overall student satisfaction;

further study; graduate employment rate; international diversity, support, and collaborations; academic reputation; satisfaction with teaching; campus facilities; accreditations; art and cultural investment and facilities; disabled access; scholarships and bursaries; low-income outreach; and student cohort diversity.

IMPORTANT NOTICE: Te Herenga Waka—Victoria University of Wellington uses all reasonable skill and care to ensure the information contained here was accurate at the time it was prepared. However, matters covered by this publication are subject to change due to a continuous process of review, and to unanticipated circumstances. The University therefore reserves the right to make any changes without notice. So far as the law permits, the University accepts no responsibility for any loss suffered by any person due to reliance (either whole or in part) on the information contained in this publication, whether direct or indirect, and whether foreseeable or not.

TOHU PAETAHI WHAKAWHITI KŌRERO

BACHELOR OF COMMUNICATION

Study in New Zealand's hub of information and government to gain the specialist, intercultural, and transferable expertise in communication required for a range of future career options.

GET CAREER READY

In today's information-saturated society, communication plays a formidable role in shaping and reflecting our social, cultural, industrial, creative, and civic world. This dynamic sector requires employees who are agile and innovative in the face of changing technologies and industries. With Te Herenga Waka—Victoria University of Wellington's Bachelor of Communication (BC), you will gain the skills and knowledge to analyse, develop, and expand the potential of communication in a range of industries and institutions.

TAKE ADVANTAGE OF OUR WELLINGTON LOCATION

Our Wellington location puts us at the heart of New Zealand's public-facing institutions, from government to non-governmental organisations, arts organisations, and the commercial sector, all of which need to be able to communicate effectively, both internally and to a wider audience. The University's strong relationships with key players in the communications sector mean that the expertise you acquire through the BC will be relevant and attractive to employers; courses involving public sector communication draw deeply on these connections.

BROAD BASE OF KNOWLEDGE

The BC is interdisciplinary, ensuring a comprehensive base of knowledge and an unparalleled set of pathways. The diversity of subjects offered reflects the widespread nature of the communications sector and the importance of communicating across cultures within a New Zealand and globalised context.





"Welcome to Te Wāhanga Aronui—
Faculty of Humanities and Social
Sciences.

"Our Bachelor of Communication
focuses on learning how to balance
creativity and critical thinking when
expressing ideas. You will develop skills
for communication in a subject you
are interested in and develop skills for
communicating across subject areas.
All these skills are needed to start an
exciting career as an effective and
innovative communicator.

"We are all looking forward to getting to
know you and watching you succeed!"

Professor Averil Coxhead

Dean, Te Wahanga Aronui—Faculty of
Humanities and Social Sciences



DEGREE STRUCTURE

Our BC is made up of three years of full-time study and requires you to take courses totalling at least 360 points. Explore your passions through the BC's distinctive three-pillar structure of core courses, a major, and a complementary minor or major, and build a degree that is particular to you. A key focus of the degree is applied theory, which combines research rigour with practical relevance for the workplace. You will finish your degree with an applied communication project.

CORE COURSES

Anchor your learning in core courses designed in partnership with the communications industry. Build your understanding of the theory behind communication practice and get a solid grounding in contemporary approaches. See the inside back cover for a list of the core courses.

Sample degree structure

YEAR 1		YEAR 2		YEAR 3	
TRIMESTER 1	TRIMESTER 2	TRIMESTER 1	TRIMESTER 2	TRIMESTER 1	TRIMESTER 2
Core course (20 points)	Core course (20 points)	Core course (20 points)	Core course (20 points)	Core course (20 points)	Core course (20 points)
Major course (20 points)	Major course (20 points)	Major course (20 points)	Major course (20 points)	Major course (20 points)	Major course (20 points)
Complementary minor or major course (20 points)	Complementary minor or major course (20 points)	Elective course (20 points)	Complementary minor or major course (20 points)	Complementary minor or major course (20 points)	Elective course (20 points)
60 POINTS	60 POINTS	60 POINTS	60 POINTS	60 POINTS	60 POINTS
120 POINTS		120 POINTS		120 POINTS	

MAJOR

A major is the main subject you'll focus on in your degree. In the BC, you will need to complete the requirements for one of the seven BC majors.

COMPLEMENTARY MINOR OR MAJOR

You will also have to complete the requirements for one approved minor or a second major. Take advantage of our extensive subject offerings across the arts and sciences. If you choose to study a complementary major rather than a complementary minor, you will finish your degree with a double major. This may take longer to complete than the standard six trimesters for a single-major degree.

See pages 5–10 for a list of the BC majors and complementary minors or majors.

EXPLORE OUR SUBJECTS

We offer seven BC majors that allow you to explore the area that best appeals to your interests.

 wgtn.ac.nz/bc

INTERCULTURAL COMMUNICATION

In our globally connected world, the flow of communication and people across real and virtual networks and borders opens a world of challenges and possibilities. You will study the ways in which ideas, information, and data are represented, negotiated, and communicated across languages, cultures, and media.

Intercultural Communication investigates language and culture and their effects on the way that people interpret different messages. You will look at intercultural communication from a range of perspectives, examining issues such as global citizenship, identity, power and conflict, and translation.

Complementary minors or majors

- ▶ Any language major or minor listed in the BA regulations
- ▶ Asian Studies
- ▶ International Business
- ▶ Language Sciences
- ▶ Māori Studies
- ▶ Pacific Studies

LANGUAGE SCIENCES

Language is central to human communication, so a deep understanding of how language works and its functions in society is a huge asset to anyone working in the communications field. In the language sciences, you'll study how language works systematically, how people use it, and how to make an impact with that knowledge. As a student of Language Sciences, you will learn to use scientific approaches to understand how natural language is structured, how it is learnt, and how it shapes and is shaped by thought, society, and the world around us. By including a specialisation in Linguistics or Applied Linguistics, you can tailor your major to your interests and career goals. You will discover the role of language in different societies and its connection to how people think and identify themselves.

Join a globally ranked programme with world-leading researchers in areas including language learning and teaching, computational linguistics, psycholinguistics, and sociolinguistics. Language Sciences graduates have a broad range of skills in gathering and analysing complex language data. Research in language sciences contributes to all areas of life, from our internet searches to our interactions in shops, from discovering new world views through linguistic diversity to community language maintenance and the language of government policies that impact our everyday lives.

Complementary minors or majors

- ▶ Any language major or minor listed in the BA regulations
- ▶ Cultural Anthropology
- ▶ Data Science
- ▶ Intercultural Communication
- ▶ Political Science
- ▶ Psychological Science

LITERARY AND CREATIVE COMMUNICATION

Discover the connections between communications as a profession, and literature and the creative arts—including creative writing, journalism, persuasive and polemical writing, and public expression. Communication as an area of study has a history reaching back to the rhetoric of the classical period and forward to the many innovations of our digital age. Our courses draw deeply on the rich traditions of literary, creative, and public writing in te ao Māori, te ao Pākehā, and Te Moana-Nui-a-Kiwa to teach the skills of clear, persuasive, and imaginative writing.

In a world where we navigate diverse media and literacies, written communication remains the most essential and powerful tool in all social and professional contexts. Our classes engage you in attentive reading, workshops, peer review, and processes of drafting and revision to help you develop your voice and command of the written word. You will be mentored by published writers and experienced teachers as you learn the craft of communication across many modes and contexts, from poetry and transcultural writing to activism and environmental writing. Your advanced writing skills will be underpinned with capabilities in critical thinking, textual analysis, and oral presentation that are keenly sought in both public and private sectors.

Complementary minors or majors

- ▶ Creative Writing (minor only)
- ▶ English Literature
- ▶ Film
- ▶ Theatre

MARKETING COMMUNICATION

Study communication from a business-oriented marketing perspective and take your first steps towards shaping the conversation in the world of marketing communication, public relations, and advertising. Discover how a range of marketing techniques and tools can effectively profile an identified target audience, leverage relevant media channels, influence the target audience's behaviour, and build audience relationships.

Gain a critical understanding of branding, communicating across cultures, consumer behaviour, crisis management, marketing for health, and strategic public relations. Learn about social marketing and communicating behaviour change for social good and how to effectively communicate before, during, and after a crisis. We live in a world of rapidly expanding digital and social media, celebrities and influencers, and increased focus on health, wellbeing, leisure, and sport. Strategic public relations in the business world plays a key role in all these areas.

Learn about marketing communication theory and practice, how marketing communication works, and how to research and plan marketing communication campaigns. You will also examine the ethical issues in developing marketing communication.

Complementary minors or majors

- ▶ Any language major or minor listed in the BA regulations
- ▶ Asian Studies
- ▶ Health Promotion
- ▶ Information Systems
- ▶ International Business
- ▶ Māori Studies
- ▶ Media Studies
- ▶ Pacific Studies
- ▶ Political Communication



Calls for mobilisation by parties in Pa

Overseas voting began

Advan

er Green & leaders

Labour & leader

Conservative & leader

SONY



MEDIA STUDIES

The media play a vital role in contemporary society. From the development of print, newspapers, and broadcasting to the emergence of telecommunications, the internet, and smartphones, the media have helped redefine the world we live in. We can access media at any time and in any place—texting friends on our phones, binge-watching our favourite programmes, shopping online, and keeping up to date with real-time news events are all mediated activities. Media Studies examines how media and society influence each other and investigates how changing technologies have impacted the way we interact culturally, politically, or economically. Explore the role of media globally and in Aotearoa New Zealand.

Complementary minors or majors

- ▶ Communication Design
- ▶ Design for Social Innovation
- ▶ Film
- ▶ Marketing Communication
- ▶ Media Design
- ▶ Political Communication
- ▶ Popular Music (minor only)
- ▶ Theatre



"I wanted to study for a Bachelor of Communication because, in this global era, communication is one of the most important tools we have. Being able to double major in Political Communication and Political Science has allowed me to gain a better understanding of how communication shapes our lives and influences quite literally everything we see around us.

"I studied in the centre of New Zealand's political landscape, providing me with access to experts (both lecturers and guest speakers) whose teaching has enhanced the knowledge I've acquired within my degree programme."

Alexander Maitland

Graduate, Bachelor of Communication
and Bachelor of Arts

Graduate, Master of International Relations

POLITICAL COMMUNICATION

In today's politics, communication is everything. Whether a party is campaigning in an election or consulting on new policy, or a government is communicating vital information to the public, how political issues are discussed and conveyed is fundamental. It is equally important to interest groups, journalists, and others involved in the shaping of national debates and public understanding. Studying Political Communication will introduce you to a range of actors and organisations and their communication methods. You will learn how different political actors, institutions, and professional communicators operate; how digital communication and traditional news media have changed how they and citizens interact and understand politics; and the ways organisations and groups compete to shape our understanding of politics. You will also gain an applied knowledge of key skills such as advocacy, marketing, and public relations.

Complementary minors or majors

- ▶ International Relations
- ▶ Marketing Communication
- ▶ Media Studies
- ▶ Political Science
- ▶ Public Policy

SCIENCE COMMUNICATION

Whether it's the latest scientific breakthrough, a new climate-change policy, or a global pandemic, society needs help accessing and understanding science. There is a growing demand for scientists, policy professionals, and science communicators to help meet this need. However, communicating scientific findings and advice requires a specialised skill set that combines communications and technical expertise.

Our programme provides an opportunity to build your knowledge of science and the scientific process, develop an understanding of effective science communication, and gain deeper insights into the role of science in society. You'll explore the scientific area of most interest to you, while learning to consider and engage with different audiences and world views.

Learn through both online and face-to-face teaching. Hear from enthusiastic and influential experts from government, research, and communication industries.

You'll learn science communication theory, acquire practical skills in a range of communication tools and techniques, and get hands-on experience designing targeted science communication projects or events.

Complementary minors or majors

- ▶ Any of the subjects listed in the Bachelor of Science, Bachelor of Biomedical Science, or Bachelor of Psychology regulations, except the Science in Society minor

Why choose when you can do both? Study what you love—all of it

Design a degree that works for you. Mix and match subjects with a conjoint degree or add a second major from another area to explore your interests.

Find out more

[i wgtn.ac.nz/flexible-study](https://www.wgtn.ac.nz/flexible-study)





WHERE CAN YOUR DEGREE TAKE YOU?

With our BC, you will graduate as an engaged and effective communications expert with the ability to think critically and creatively in a sphere characterised by huge influence and rapid change.

In general, the BC will prepare you for a career in government, the public sector, policy development, media or public relations, non-governmental organisations (NGOs) and social advocacy groups, the creative industries, or internal communications positions. Our different BC majors can also prepare you for more specialist career paths.

i wgtn.ac.nz/communication-careers

INTERCULTURAL COMMUNICATION

The skills you learn in Intercultural Communication include learning to read content, data, and information closely, and to critically analyse how it is conveyed and interpreted across different cultures. You will explore the impact of communication in a range of platforms and channels, and how to present messaging and information clearly and appropriately to diverse audiences. As a graduate, you could use your understanding of languages, communication, and cultures in education, government, international business, learning media, NGOs, and translation and interpretation.

LANGUAGE SCIENCES

As a Language Sciences student, you will learn to apply scientific methods to understanding the structure, function, and evolution of natural language, and how it shapes, and is shaped by, thought, society, and the world around us. A key focus in the major is learning to apply your skills and knowledge to

engage constructively in, and contribute to, the community you choose to live in, be it Aotearoa New Zealand or overseas. You will develop an understanding and appreciation of linguistic diversity, both structural and social, and be able to communicate complex ideas about language effectively. You will gain skills in data collection and analysis, interviewing, teaching, and advocacy, which will be valued in many fields. You can take your career in any number of interesting directions such as communication roles in the government and business sectors, language teaching, language planning, speech therapy, or voice-recognition software design.



LITERARY AND CREATIVE COMMUNICATION

As a Literary and Creative Communication student, you will develop clear, persuasive, and imaginative written communication skills, as well as the ability to critique and edit the writing of others. You will learn how to write for diverse audiences and to understand the social and cultural contexts of your readers. As a graduate, you'll be equipped to fulfil a variety of roles in media companies, arts and cultural organisations, digital media (especially learning media, web development, and design or technology companies), government, and NGOs.

MARKETING COMMUNICATION

In today's fast-paced world, marketing and marketplace exchanges are essential in addressing the needs of people, society, and the planet. As a Marketing Communication student, you'll gain the knowledge and skills to navigate the complexities of modern communication strategies, blending cutting-edge theory with practical application. Our exciting new course Marketing for the UN Sustainable Development Goals empowers you to explore how marketing can drive positive, sustainable change globally. Combined with courses such as Brand Management, Marketing for Health, and Strategic Public Relations, the Marketing Communication major equips you to tackle real-world challenges with confidence and creativity.

MEDIA STUDIES

Media Studies is a fascinating interdisciplinary subject that encompasses media industries and production, content forms, data and information, the platforms and channels of distribution, and the ways audiences engage with, and interpret, different media forms. Throughout your studies, you will collaborate in group projects, and learn to present confidently and effectively. You will develop capabilities in

written and spoken communication, research skills, teamwork, and the ability to critically analyse media processes. As a graduate, you will be prepared for employment in a variety of fields, including private and public sector organisations, government, and NGOs, as well as media institutions and the education sector.

POLITICAL COMMUNICATION

As a Political Communication student, you will study a range of political actors and organisations and their communication processes. You will gain both a theoretical and a more applied understanding of the political communication environment, including how political parties develop their electoral campaign strategies, how traditional news outlets and social media create and disseminate political content, how interest groups and other organisations use political advocacy and public relations, and how citizen voters are influenced by, and engage with, media and political institutions. Theory will be linked to real-world examples and practical skills such as political marketing, media relations, polling, and speech writing. As a graduate, you'll be equipped to fulfil a variety of communication roles in all sectors, but especially in political parties, government, NGOs, and local and international public institutions.

SCIENCE COMMUNICATION

By studying Science Communication, you will learn about science and the scientific process, and develop knowledge of science communication theory and practical skills in a range of communication tools and techniques. You will understand a variety of world views and societal perspectives, including mātauranga Māori, factors that influence the communication of scientific information, and the part science plays in society. As a graduate, you might work as a science writer, journalist, in science policy, or help communicate the work of research or non-profit organisations—or perhaps in science education or outreach, marketing, museums, or research.

 wgn.ac.nz/careers



POSTGRADUATE PATHWAYS

After completing a BC, you can continue straight to a Master of Communication (MC) and obtain a Master's degree with only a further 12 months of full-time study.

The MC draws on research and teaching strengths from across the University, bringing together a range of disciplines and perspectives. From this broad base of knowledge, you'll have the freedom to home in on a specialist area—from media studies, politics, and marketing, to intercultural communication, popular film, and music. You can also specialise in Science Communication, in a qualification exclusive to Te Herenga Waka.

You can complete your degree with a research project that focuses on your area of interest, or an internship at a relevant business or organisation.

The MC starts in February or March each year and can be completed in 12 months (or three trimesters) of full-time study, or up to three years of part-time study.

The MC is part of a tiered family of qualifications, with each one counting towards the next step. This lets you choose the qualification that best suits your current situation and build on this later, should you wish.

- ▶ Postgraduate Certificate in Communication (60 points, February/March to June)
- ▶ Postgraduate Diploma in Communication (120 points, February/March to November)
- ▶ Master of Communication (180 points, February/March to February).

i wgtn.ac.nz/mc

With a Bachelor of Communication, you will be eligible to enrol in a Bachelor of Arts with Honours and then a Master of Arts in a range of subjects.

i wgtn.ac.nz/ma

If you choose to major in Intercultural Communication, you may be eligible to progress to the Master of Intercultural Communication and Applied Translation, with the approval of the programme director.

i wgtn.ac.nz/micat

If you choose to major in Language Sciences, you will be eligible to progress directly to the Master of Linguistics (if the major includes a specialisation in Linguistics) or Master of Applied Linguistics.

i wgtn.ac.nz/mling



FIND OUT MORE

- [i wgtn.ac.nz/bc](https://www.wgtn.ac.nz/bc)
- [i wgtn.ac.nz/apply](https://www.wgtn.ac.nz/apply)

ADMISSION AND ENROLMENT

You can apply for admission up to two years in advance of the year you plan to start studying. Apply through our student portal, Pūaha. Once you have met the requirements, you will receive either a conditional or an unconditional Offer of Place.

After receiving your Offer of Place, you will be invited to select your courses once course enrolment is open. You select courses for one academic year at a time.

- [i wgtn.ac.nz/puaha](https://www.wgtn.ac.nz/puaha)

ENTRY REQUIREMENTS

To enrol in a BC, you will need University Entrance, or to meet the requirements of another admission type. For more information, go to [wgtn.ac.nz/study](https://www.wgtn.ac.nz/study)

CONTACT US

Te Wāhanga Aronui

Faculty of Humanities and Social Sciences

Tītoko—Student Success

Level 4, Murphy Building, Kelburn Campus

📞 0800 04 04 04

✉ info@vuw.ac.nz

COURSE PLANNING

For help with course planning, contact Te Kahupapa—Future Students.

📞 0800 04 04 04

✉ future-students@vuw.ac.nz

[i wgtn.ac.nz/courses](https://www.wgtn.ac.nz/courses)

OTHER STUDENT RESOURCES

Disability support

[i wgtn.ac.nz/disability](https://www.wgtn.ac.nz/disability)

Māori student support

[i wgtn.ac.nz/awhina](https://www.wgtn.ac.nz/awhina)

Pasifika student success

[i wgtn.ac.nz/pasifika](https://www.wgtn.ac.nz/pasifika)

Rainbow student support

[i wgtn.ac.nz/rainbow](https://www.wgtn.ac.nz/rainbow)

Refugee-background student support

[i wgtn.ac.nz/refugee-background-students](https://www.wgtn.ac.nz/refugee-background-students)

Scholarships

[i wgtn.ac.nz/scholarships](https://www.wgtn.ac.nz/scholarships)

Student services and support

[i wgtn.ac.nz/student-support](https://www.wgtn.ac.nz/student-support)

BC SUBJECTS

CORE COURSES
COMS 101 Introduction to Communication Studies
MDIA 102 Media, Society, and Politics
COMS 201 Approaches to Communication Research
One further 200-level COMS course
COMS 301 Applied Communication Project
One further 300-level COMS course

For the latest information on degrees, course details, and prescriptions, go to wgtn.ac.nz/bc

BC MAJORS WITH THEIR APPROVED COMPLEMENTARY MINORS OR MAJORS
INTERCULTURAL COMMUNICATION
Any language major or minor listed in the BA regulations
Asian Studies
International Business
Language Sciences
Māori Studies
Pacific Studies
LANGUAGE SCIENCES
Any language major or minor listed in the BA regulations
Cultural Anthropology
Data Science
Intercultural Communication
Political Science
Psychological Science

LITERARY AND CREATIVE COMMUNICATION
Creative Writing (minor only)
English Literature
Film
Theatre
MARKETING COMMUNICATION
Any language major or minor listed in the BA regulations
Asian Studies
Health Promotion
Information Systems
International Business
Māori Studies
Media Studies
Pacific Studies
MEDIA STUDIES
Communication Design
Design for Social Innovation
Film
Marketing Communication
Media Design
Popular Music (minor only)
Theatre
POLITICAL COMMUNICATION
International Relations
Political Science
Public Policy
SCIENCE COMMUNICATION
Any of the subjects listed in the Bachelor of Science regulations, except the Science in Society minor



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