



CUA60615 Advanced Diploma of Screen and Media (Radio Broadcasting)

National ID: CUA60615 | State ID: AA93

About this course

Radio broadcasting skills that will help you land your first job

Radio is an exciting, dynamic industry, filled with passionate, articulate people. This Advanced Diploma course provides you with all the skills to land your first job in a radio station. You will develop a **wide skillset** in all aspects of the radio industry, including commercial and management skills.

This is a hands-on course and **you will have a placement in a real radio station**, our own [BOOM Radio](#), giving you a chance to develop industry networks, and practical experience. Build on the skills you gained in the Diploma to be able to confidently produce or present on your own live radio show, be on the air, entertaining and informing people and becoming a part of their daily lives.

You can put your experience and skills to good use working across a range of radio and broadcasting roles and you will also be able to apply your marketing, writing and research skills in many other fields.

Over **90% of this year's graduating students have already found employment or gained entry to university** to further their study and career opportunities.

Gain these skills

- Evolve ideas for professional creative work
- Coordinate outside broadcasts
- Develop marketing plans and advertising campaigns
- Implement sound designs
- Write scripts and persuasive copy

Overview

Semester 1, 2019

Leederville - On Campus



Duration: **1 Year/s**



When: **Semester 1, 2019**



How: **Full-Time
On campus**

Units

Core

Unit Title	National ID
Establish and maintain safe creative practice	CUAPPR505
Engage in the business of creative practice	CUAPPR603
Evolve ideas for professional creative work	CUAPPR605

Elective

Unit Title	National ID
Develop an advertising campaign	BSBADV602
Execute an advertising campaign	BSBADV604
Evaluate campaign effectiveness	BSBADV605
Research and apply concepts and theories of creativity	BSBCRT601
Manage people performance	BSBMGT502
Provide leadership across the organisation	BSBMGT605
Manage innovation and continuous improvement	BSBMGT608
Manage market research	BSBMKG607
Develop a marketing plan	BSBMKG609
Write persuasive copy	BSBWRT501

Unit Title	National ID
Coordinate outside broadcasts	CUABRT404
Implement sound designs	CUASOU505
Write scripts	CUAWRT601

Entrance requirements

School Leaver	Non-School Leaver	AQF
Completion of WACE General or ATAR (Minimum C Grades) or equivalent	Completion of WACE General or ATAR or equivalent (minimum C Grades)	Certificate III

Job opportunities



[Director \(Radio\) | Program Director \(Radio\) | Radio Producer Radio Presenter | Announcer | Media Producer | Disc Jockey \(Radio\) | Talk-back Host | Tourism Radio Presenter](#)

Other job titles may include:

- Radio News Reader
- Radio Promotions & Marketing roles
- Radio Account Executive | Sales Representative
- Production & Imaging roles
- Programming | Content roles

Please note this list should be used as a guide only as job titles and qualification requirements may vary between organisations.

Important information

Two semesters after completion of Diploma of Screen and Media (Radio Broadcasting)) or recent industry experience and knowledge.

Fees and charges

View our [Indicative Fees list](#)

Local full time students

Course fees are made up of two components, tuition fees and resource fees.

Tuition fees are determined by multiplying the course fee rate by the nominal hours, which is the number of hours in which an average student could be expected to complete each unit. They are not the hours of training or instruction.

Resource fees are charges for material that are essential to a course or unit, and are purchased by NMT to be used

by students during the course.

Fees may vary depending on the units you are enrolled in so an approximate amount has been shown. You will be given the exact amount of your fees at enrolment. Part time student fees will vary depending on the number of units you are enrolled in.

Please note, you may also need to buy textbooks or equipment for your course.

International Students

Check [TAFE International WA](#) to confirm this course is available to international students. You will pay your tuition fees to TIWA.

Please note, fees are subject to change.