

Tamkang University—QUT Bachelor of Communication pathway program

世界排名名列前茅的媒體與傳播課程



**#33 in the world for
Communication and
media studies**
QS World University
Rankings by Subjects
2026



**Strong industry
connections.**
Offers great
opportunities for industry
projects during your
study.



**#10 in Australia and
top 150 in the world for
art and design**
QS World University
Rankings by Subjects
2026

媒體與傳播

掌握數位趨勢，精通群眾分析、傳播策略與媒體數據解析。在學期間，學生可參與產業實習計畫，直接與客戶互動，掌握業界最新、最真實的動向。課程由 QUT 世界頂尖的數位媒體研究所新聞、媒體與傳播領域的研究員指導，讓學生在學術與實務之間建立深厚連結。畢業生廣受業界肯定，足跡遍及新聞機構、廣告產業、政府單位與國際企業，展現專業影響力。學生可以根據興趣選擇一個主修：

新聞
媒體與傳播
品牌行銷
影視產業

創意展業

解決問題、批判性思維與創新，已成為雇主最渴求的三大核心能力。這些關鍵技能不僅能讓你在各種商業組織中脫穎而出，更是未來職場成功的必備武器。QUT 是全球創意產業的領導者。學生可以選擇不同的學習領域組合，以符合創意興趣與抱負，發展屬於自己的創意專長。學習領域選項包括：
創意與專業寫作
時尚傳播
互動與視覺設計
影視內容製作

Creative Industry Precinct 見證創意的誕生

QUT 投資 8,000 萬澳幣打造的創意產業園區，專為展現創意過程而設計。園區匯聚了傳播、創意藝術與設計等學科，並設有最先進的教學與學習空間，包括表演場地、藝廊、攝影棚、專業錄音室與電影製作室，以及數位製作實驗室。這些空間的設計強調「讓創意過程更透明」，任何人都能近距離觀察創作的進行，親身感受創意的力量。

QUT You 未來導向的學習模組

科技進步飛快的時代，無論什麼科系的學生都需要掌握解決問題、批判性思考的核心能力。

QUT You 學習模組位學生裝備現代職場生存的必備技能，如人工智能的應用、關鍵行動帶來關鍵改變、對抗假新聞、大數據、人與機器人、提案的藝術等科目，學生可選搭。

關於昆士蘭科技大學

昆士蘭科技大學 (QUT) 是澳大利亞一所高教體系綜合型的公立大學，擁有超過 5 萬名學生，課程涵蓋多元領域，為學生打造國際化的學習與發展平台。熱門學科包括：商學、法律與司法、工程與營造、教育、資訊科技與數據科學、科學、健康科學與醫學、創意產業、設計、表演藝術等。

QUT 擁有出色的畢業生就業率，良好的國際產業關係及世界聞名的應用研究實力。

舒適便利的校園

QUT 擁有頂尖師資與先進設施，校園分布於布里斯本市中心的 Gardens Point 與 Kelvin Grove 兩大校區，學生可免費搭乘校車往返，便利無比。

在 QUT，學生享有舒適且便利的生活方式，能充分利用校內的健身中心、餐廳與劇院等休閒設施；同時，全天候開放的電腦教室、多媒體教室、工作室，以及旅行社、銀行等服務，讓學習與生活完美結合。

In partnership with



淡江大學 資訊傳播學系
Department of Information and Communication



This flyer is printed in March 2026.
Please refer to QUT official website for up-to-date information

the university
for the real world®



Scholarships

International student scholarships

QUT offers opportunities to shape your future by providing a range of scholarships providing financial support and recognition of your achievements.

International Merit Scholarship

Covers 25% of your tuition fees for the full duration of your program, provided you meet the minimum academic standards.

International Talent Scholarship

Covers 20% of your tuition fees per semester, provided you meet the ongoing conditions for your eligible course.

College Merit Scholarship

Covers 25% of your first semester tuition fee for your foundation or diploma program.

College English Language Concession

Reduction of 25% from your tuition fee of your English for Academic Purposes (EAP) and IELTS Advanced programs at QUT College.



Check your eligibility on QUT website.

Program guide

| Course | Academic requirements** | Intake | English requirements** | Fees per year* | Brief information |
|---|-------------------------|----------|---|---|---|
| KC40 Bachelor of Communication | 60% | Feb, Jul | IELTS 6.5 (6) TOFEL iBT 79 (LR16, W21, S18) | \$40,000 | Ranked #33 in the world for media and communication studies. Choose a major: Journalism, Media and Communication Industries, Promotional Communication or Screen Industries |
| KK43 Bachelor of Creative Industries | 60% | Feb, Jul | IELTS 6.5 (6) TOFEL iBT 79 (LR16, W21, S18) | \$40,000 with possible additional costs | Flexible choices of study areas: Creative and professional writing, Fashion communication, Interactive and visual design, Screen content production. |

| Course | Intake | Duration | Fees per year* | English requirements** |
|--|---------------|----------|----------------|---|
| QC35 English for Academic Purposes 1 Extended | Feb, Jun, Oct | 15 Weeks | \$8,340 | IELTS 5 (RW 5) TOFEL iBT 49 (R10 W15) |
| QC34 English for Academic Purposes 1 Standard | Mar, Jul, Nov | 10 Weeks | \$5,560 | 5.5 (LS 4.5, RW 5) TOFEL iBT 56 (LR8, W15, S12) |
| QC37 English for Academic Purposes 2 Extended | Feb, Jun, Oct | 15 Weeks | \$8,340 | 5.5 (RW 5.5) TOFEL iBT 56 (R14, W18) |
| QC36 English for Academic Purposes 2 Standard | Mar, Jul, Nov | 10 Weeks | \$5,560 | 6 (LS 5, RW 5.5) TOFEL iBT 71 (L10, R14, W18, S14) |

*2026 tuition fees per year as shown in Australian dollars. Subject to annual review.

**Entry requirements are subject to change. For up-to-date information please visit QUT website.

*Advance standing are subject to change, please refer to course website for detail.

English for Academic Purpose programs

- develop your academic writing skills so you can produce quality essays and reports
- gather practical skills such as note-taking strategies and how to reference
- learn how to conduct academic research through the library and on the internet
- build your confidence speaking in an academic setting and giving presentations
- benefit from an interactive learning environment, with small classes and more contact hours
- be better prepared to achieve academic success in your further studies at QUT

You may be eligible for [QUT College English Language Concession](#). Find out more on our website.

Tamkang University Admission Information:

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"Studying at QUT has been a life-changing experience for me. After my first semester in an engineering degree, I realised that it was not the right direction for me, and I wanted to transfer to a creative industries degree instead. The staff at QUT discussed the pros and cons and helped me envision my future career path. This helped me make an informed decision and subsequently graduate with a degree that I have a passion for, which took me on the career path I am on today."

Benjamin Yu

Head of Channel Sales - AI Apps & Games at Meta

Creative Industries graduate from Taiwan



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