

# Bachelor of Communication



LOCATION	ENTRY THRESHOLD	QTAC CODE	START
Sunshine Coast	50.00	011041	Semester 1, Semester 2
Moreton Bay	50.00	014041	Semester 1, Semester 2
Online	50.00	015015	Semester 1, Semester 2

This flexible degree allows you to tailor your study areas to suit your skills, interests, and career aspirations. Choose to major in Social Media or Journalism, with options to add minors in Strategic Global Communication and Creative and Interactive Advertising or select elective courses that engage your creativity and provide exposure to international skillsets and future work opportunities.

Explore majors and minors for the Bachelor of Communication.

In this program you will:

- Gain a breadth and depth of knowledge in the core communication disciplines
- Become well-grounded in key themes in global communication and multicultural discourses
- Become job-ready for a range of media careers including roles in journalism, editing, marketing, corporate, social and community communication
- Develop briefs and communication campaigns and work with real clients
- Gain exposure to industry with work placement opportunities

Career opportunities

- Social media manager
- Advertising executive
- Content strategist
- Creative director
- Public relations officer
- Copywriter
- Marketing officer
- Corporate communications officer

Duration

3 years

Full-time or equivalent part-time

Indicative 2024 fees

A\$16,320 - 2024 Fees (CSP)

Fees are indicative only and will change based on courses selected and are subject to yearly increases

Recommended prior study

English

Delivery mode

Blended Learning

Total courses

24

Total units

288

UniSC program code

AR342

## Program structure

Introductory courses (6) 72 units

CMN101 Introduction to Creative Entrepreneurship  
CMN106 Contemporary Communication Theory and Trends  
CMN107 Communication for the Creative Professional  
CMN109 Editing for Professionals  
CMN120 Introduction to Contemporary Global Media and Communication  
CMN150 Digital Journalism

Graduate courses (1) 12 units

CMN314 Global Communication

[usc.edu.au/ar342](https://usc.edu.au/ar342)

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Study options and teaching period of offer can vary depending on the study location. For full details, visit [usc.edu.au](https://usc.edu.au).

PLUS select 1 course (1) 12 units from:

BCI302 Work Integrated Learning Project

BCI303 Work Integrated Learning Placement

Plus select 16 courses (192 units) towards 1 required major and 1 major from the specified list; or 1 required major and 2 minors:

\*With the approval of the Program Coordinator, students may replace a specified communication major or minor with a study component<sup>^</sup> that the Program Coordinator deems to be equivalent to an approved UniSC study component, completed or commenced at another university or comparable tertiary institution.

<sup>^</sup>A coherent set of courses that develop a particular academic theme which is formally recognised on the Official Statement of Academic Record.

#### Required Major

Select 1 required major from:

- Journalism
- Social Media

#### Majors

- Creative Writing and Publishing
- Digital Culture<sup>^</sup>
- Game Design
- Interactive Media
- Journalism
- Music<sup>^</sup>
- Screen Media
- Social Media
- Theatre and Performance<sup>^</sup>
- Visual Communication

#### Minors

- Creative and Interactive Advertising
- Creative Writing and Publishing
- Digital Culture<sup>^</sup>
- Fashion Studies<sup>^</sup>
- Game Art and Animation
- Game Design
- Game Programming
- Interactive Media
- Journalism
- Music<sup>^</sup>
- Photographic Practice<sup>^</sup>
- Screen Media
- Social Media
- Strategic Global Communication
- Theatre and Performance<sup>^</sup>
- Visual Communication

<sup>^</sup>Not currently available at Moreton Bay campus.

#### Elective courses

Select up to a total of 12 to 36 units from the undergraduate elective course options. The number of electives will vary depending on the majors or minors chosen.

Note: Program structures are subject to change. Not all UniSC courses are available on every UniSC campus.

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