

Bachelor of Communication (BCMM) - BCmn

QTAC code (Australian and New Zealand applicants): Toowoomba campus: 909861; Distance education: 909865

CRICOS code (International applicants): 069699A

	On-campus	Distance education
Semester intake:	Semester 1 (February) Semester 2 (July)	Semester 1 (February) Semester 2 (July) Semester 3 (November)
Campus:	Toowoomba	-
Fees:	Commonwealth supported place Domestic full fee paying place International full fee paying place	Commonwealth supported place Domestic full fee paying place International full fee paying place
Standard duration:	3 years full-time, 6 years part-time	
Program articulation:	From: Diploma of Arts To: Bachelor of Arts (Honours)	

Contact us

Future Australian and New Zealand students	Future International students	Current students
Ask a question Freecall (within Australia): 1800 269 500 Phone (from outside Australia): +61 7 4631 5315 Email: study@usq.edu.au	Ask a question Phone: +61 7 4631 5543 Email: international@usq.edu.au	Ask a question Freecall (within Australia): 1800 007 252 Phone (from outside Australia): +61 7 4631 2285 Email usq.support@usq.edu.au

Professional accreditation

The Bachelor of Communication (Public Relations) is accredited with the [Public Relations Institute of Australia \(PRIA\)](#).

Program aims

This program aims to produce graduates who have a mastery of a range of communication industry skills, supported by extensive contextual studies in communication/media theory, and professional skills in preferred areas of journalism, public relations and creative media. Students can complement their major study with nominated majors/minors from other Faculties. The program allows specific emphasis on those skills of a mass communication nature that produce graduates who will:

- comprehend and evaluate various explanations of human behaviour
- understand the need for a high degree of accuracy in written and communication skills in their relevant communication-related industry specialisations
- demonstrate higher order thinking which will give students a professional edge in communication-related industries
- demonstrate technical skills that will enable them to be competitive in the work force
- demonstrate the capacity for ethics, which gives them a sound foundation for the way they conduct their professional lives.

Program objectives

On successful completion of the program students should be able to demonstrate:

- the ability to express themselves with clarity and coherence
- the ability to understand the fundamental nature of the process of communication in a range of mass communication forms including journalism, creative production and public relations
- a knowledge and understanding of the theoretical issues, problems and methodologies of mass communication
- an awareness of the ethical and social responsibilities that are integral to the function of professional endeavours
- a discriminating application of methods, concepts, techniques and theories in the projects from different professional contexts.

Admission requirements

Please note that in either combination above, students can choose the first 12 credit point e

1	1	CMS1010 Introduction to Communication Studies
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This pattern should only be varied with the permission of the Faculty of Business, Education, Law and Arts.

Major studies

Study in the Bachelor of Communication is a specified group of courses with a value of 12 unit
courses. A major must have courses over three levels and contain at least two communication

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Please note that Bachelor of Communication students can take a minor from Engineering. This minor has been structured to complement the 12 point extended major in this program. For further details, please contact the Faculty of Business, Education, Law and Arts.

Practical experience

In the Public relations and Journalism majors within this program, on-campus and external students will be required to work on practical, real world projects and in some cases, will be required to work in teams. Public relations students will work on at least two client projects during their study. Students undertaking the journalism major are able to undertake work experience and have this recognised as part of their course through [HMT3001 Independent Study Project A](#) or [HMT3002 Independent Study Project B](#).

IT requirements

Access to high-level computers is necessary. On-campus students will access appropriately equipped laboratories, but should consider acquisition of their own computer. External students should be able to access a computer with the following minimum standards:

- Pentium or equivalent, 128Mb Ram, 20Gb 7200 RPM Hard disk, SVGA with at least 32Mb video RAM, Windows 98/2000*, mouse, sound card, CD-RW driv

Commencing students

Commencing students are required to enrol in the three core courses in Semester 1: [CMS1000 Communication and Scholarship](#), [PRL1002 Principles and Practice of Public Relations](#) and [CMS1010 Introduction to Communication Studies](#) and should also enrol in [JRN1010 News Literacy](#). Then, commencing students must complete the fourth core course, [JRN1020 Journalism Practice](#) in Semester 2. The core courses are from major disciplines and will help students to make final decisions about choice of major/s.

Students who wish to enrol in approved majors in the Bachelor of Communication (see Major Studies above, for which there is no recommended enrolment pattern listed above should refer to the [Bachelor of Arts recommended enrolment patterns](#).

Recommended general pattern for first year full-time students

- [CMS1000 Communication and Scholarship](#)
- [JRN1020 Journalism Practice](#)
- [PRL1002 Principles and Practice of Public Relations](#)
- [CMS1010 Introduction to Communication Studies](#)

Year 1	
Semester 1	Semester 2
Year 1 CMS1000 Communication and Scholarship	JRN1020 Journalism Practice Formerly JRN1000. Students who have completed JRN1000 should not enrol in JRN1020
Year 1 JRN1010 News Literacy	Year 1 course (from first major)
Year 1 PRL1002 Principles and Practice of Public Relations	Year 1 course (from second major (or two minors))
Year 1 CMS1010 Introduction to Communication Studies	Year 1 course from majors or minor

First year enrolment (part-time/external)

- Students should take a maximum of two courses in each semester. Many commencing students find it advisable to enrol in only one course in each semester, or one in Semester 1 and two in Semester 2.
- As a minimum, students should complete the core course [CMS1000 Communication and Scholarship](#) by the end of their first year of study. Students are advised to complete as many of the remaining core courses as possible in their first year of study.

Subsequent years of enrolment

- Students should take major courses in each year of study.
- Minor study courses are indicated in the Minor Studies section of this Handbook.

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Year 1	Year 2	Year 3*	Year 4*	Year 5
				S2

Footnotes

* It is possible to complete the program part-time in five years by taking six courses in each of Years 3 and 4

Residential schools

Footnotes

- ^ Formerly JRN1000: Students who have completed JRN1000 should not enrol in JRN1020.
- * Students who have successfully completed JRN2005 should not enrol in JRN3004.
- § Formerly JRN3006: Students who have successfully completed JRN3006 should not enrol in JRN2006
- ** No more than ten first level courses are permitted overall in this program.

Public Relations recommended enrolment pattern (12 unit extended major)

Students are able to enrol in any offered mode of a course (on-campus, external or online), regardless of the program mode of study they enrolled in.
