

Bachelor of Communication (BCMM) - BCmn

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Career opportunities

Our graduates are working in radio, television, online and print media, throughout Australia and overseas. They include news and specialist reporters, columnists, commentators, copywriters, producers, sub-editors, editors, newsreaders and presenters. Journalism skills are also valued in public relations, publishing, law, commerce and business – where experienced journalists have become media offi

- 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

Admission to the Bachelor of Communication is in accordance with University admission guidelines for undergraduate programs.

International applicants must have met the [University's English language requirements](#) or have completed the [University's ELICOS/EAP programs](#).

How to apply

Application for undergraduate programs

[Application for undergraduate programs](#) may be made through the Queensland Tertiary Admissions Centre (QTAC). The same procedure applies whether you plan to study on-campus or by distance education.

If you completed Year 12 at a Queensland secondary school you will be assessed for entry on the basis of your Overall Position (OP) or equivalent score. Year 12 students from other states or territories are considered for entry on the basis of their UAI, ENTER or TER and the subject prerequisites indicated. Other applicants will be based on their overall Rank.

Entry requirements for international students

This program is offered to international students. An international student is a person who is not an Australian or New Zealand citizen and not an Australian permanent resident. Please refer to [USQ International](#) for information about entry requirements, visa arrangements and how to apply.

Program fees

Commonwealth supported place

A Commonwealth supported place is where the Australian Government makes a contribution towards the cost of your higher education and you as a student pay a [student contribution amount](#), which varies depending on the courses undertaken. You are able to calculate the fees for a particular course via the [Course Fee Finder](#). Commonwealth Supported students may be eligible to defer their fees through a Government loan called [HECS-HELP](#).

Domestic full fee paying

Domestic full fee paying students pay fees depending on the courses they are studying via the [Course Fee Finder](#).

Permanent Humanitarian Visa holders and citizens outside Australia pay full fees. Domestic full fee paying students can apply for a student loan called [FEE-HELP](#).

International full fee paying

International students pay full fees whether they are studied on-campus, via distance education or via the [Course Fee Finder](#).

Program structure

The Bachelor of Communication and Media Studies make better informed decisions about their future.

- 4 x 1 credit point core courses
- 1 x 12 credit point elective course
- 1 x 12 credit point elective course

Please note that in either Journalism or Public Relations, you will also study 8 credit points of other 8 credit point courses in the structure. Further information is available in the program structure. In some instances, how to apply for a place in the timetable or enrolment is available.

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On-campus and external students
Core courses

nt. Full fees vary depending on the course via the [Course Fee Finder](#).

citizens who reside outside Australia pay full fees. Domestic full fee paying students can apply for a student loan called [FEE-HELP](#).

and whether they are studied on-campus, via distance education or via the [Course Fee Finder](#).

ore courses to help you make better informed decisions about your future.

extended major from Journalism and Media Studies and other 8 credit point courses in the program structure. In some instances, how to apply for a place in the timetable or enrolment is available due to quota,

Total
2

Required time limits

Students have a maximum of 9 years to complete this program.

Core courses

All students must take the core courses:

- [CMS1000 Communication and Scholarship](#)
- [JRN2010 News Literacy](#)
- [PRL1002 Principles and Practice of Public Relations](#)
- [CMS1010 Introduction to Communication Studies](#)

The recommended pattern for enrolment in core courses by full-time on-campus students is:

Year 1	Semester 1, 2 or 3	CMS1000 Communication and Scholarship
	Semester 2	JRN2010 News Literacy
	Semester 1	PRL1002 Principles and Practice of Public Relations
	Semester 1	CMS1010 Introduction to Communication Studies

This pattern should only be varied with the permission of the Program Coordinator.

Major studies

A Major Study in the Bachelor of Communication is a specified group of courses with a value of 12 unit courses and 8 unit courses. A major must have courses over three levels and contain at least two courses at third level. The following major studies are offered:

Exemptions and course transfers: Students who have studied elsewhere in courses that may be similar to courses offered within the program are encouraged to discuss the possibility of securing exemptions for some courses or transferring courses. See University of Southern Queensland policy on exemptions and transfers.

Honours: Students can enter the Bachelor of Communication Honours to undertake the Mass Media specialisation.

Enrolment: All students are urged to adhere to the recommended enrolment patterns as detailed in relevant Sections. Completion of enrolment requirements will be necessary before a student will be permitted to enrol in more advanced courses.

Recommended enrolment patterns

On-campus students (full-time)

On-campus students should take courses offered in the on-campus mode and will only be permitted to take courses externally during Semesters 1 and 2 with the approval of their Program Coordinator.

Commencing students

Commencing students are required to enrol in the three core courses in Semester 1: [CMS1000](#), [PRL1002](#) and [CMS1010](#) and should also enrol in [JRN1000](#). Then, commencing students must complete the fourth core course, [JRN2010](#), in S2. The core courses are from major disciplines and will help students to make final decisions about choice of major/s.

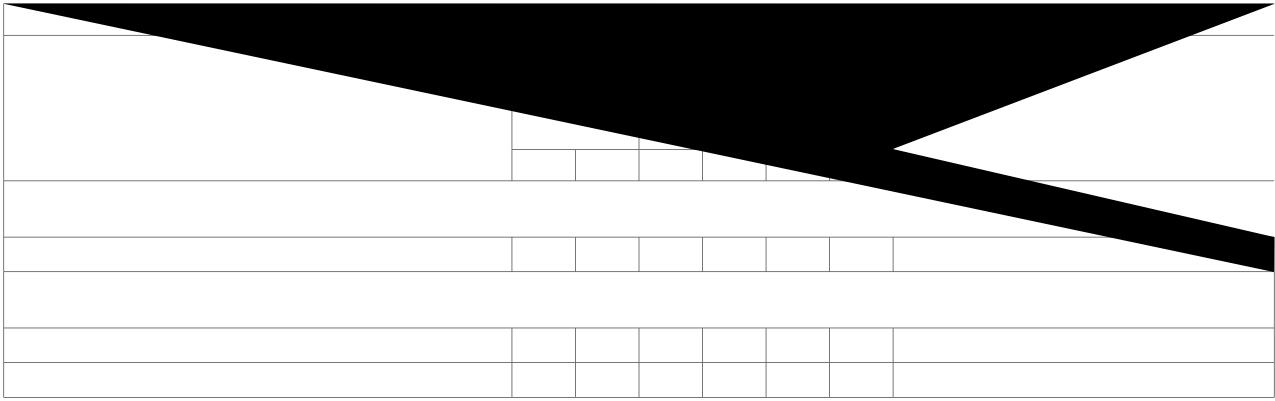
Students who wish to enrol in approved majors in the Bachelor of Communication (see <http://www.usq.edu.au/handbook/current/arts/BCMM.html#programmajorstudiesoverview>, for which there is no recommended enrolment pattern listed above should refer to the recommended enrolment pattern for that major in the <http://www.usq.edu.au/handbook/current/arts/BART.html#programenrolmentpattern>.

Recommended general pattern for first year full-time students

- [CMS1000 Communication and Scholarship](#)
- [JRN1000 Journalism Practice](#)
- [PRL1002 Principles and Practice of Public Relations](#)
- [CMS1010 Introduction to Communication Studies](#)

Year 1	
Semester 1	Semester 2
Year 1 CMS1000	JRN2010
Year 1 JRN1000	Year 1 course (from first major)
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Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (WEB)		
	Year	Sem	Year	Sem	Year	Sem	
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Footnotes

* Students should contact the Program Coordinator, Bachelor of Communication, who will liaise with Faculty of Education staff about appropriate courses.

Science recommended enrolment pattern

Bachelor of Communication students can take an 8 unit major from the following Faculty of Sciences courses. Students should refer to the enrolment patterns for these majors in the <http://www.usq.edu.au/handbook/current/sci/BSCI.html>.

NOTE: Psychology cannot be taken as an 8 unit major, although, students can take a 4 credit Psychology minor.

- Biology
- Computing
- Human Physiology
- Mathematics
- Physical Sciences
- Environment and Sustainability