

Bachelor of Communication (BCMM) - BCmn

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

CRICOS code (International applicants): 069699A

Programs at USQ are regularly reviewed to ensure they remain professionally-relevant, in order to enhance the graduate outcomes of our students. This program is currently being re-accredited and is as a consequence likely to undergo some changes. Full details will be available when it is approved. If you have any questions, please [contact us](#) directly.

	On-campus	External
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, film, television and radio. Students can complement their major study with nominated majors/minors from other F

- 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

- 1 x 12 credit point extended major study plus 1 x 8 credit point major study, *or*
- 1 x 12 credit point extended major study plus 2 x 4 credit point minor studies.

Please note that in either combination above, students can choose the first 12 credit point extended major from Journalism or Public Relations and the 8 credit point major from Film, Television and Radio, Communication and Media Studies and other 8 credit point majors within Arts undergraduate programs or other USQ programs. (Available majors are listed in the structure. Further details of these combinations can be obtained from the F

1	1	PRL1002 Principles and Practice of Public Relations
1	1	CMS1010 Introduction to Communication Studies

This pattern should only be varied with the permission of the Faculty of Business, Education, Law and Arts.

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:

12 unit extended Majors (within Arts Programs)	
Journalism	Public Relations
8 unit Majors (within Arts Programs)	
Anthropology	Journalism (subject to approval)
Communication and Media Studies	Language and Culture-Chinese Mandarin or German
Film, Television and Radio	Music (Theory and History)
English Literature	Public Relations (subject to approval)
History	Social Science
International Relations	Theatre Theory
	Visual Arts Theory
8 unit majors (outside Arts programs)	
Science	Education
Biology	Note: there is a specific 8 unit Education major for the Bachelor of Communication. Students should not enrol in other Education majors.
Computing	
Human Physiology	
Mathematics	
Physical Sciences	
Environment and Sustainability	

Majors in the Bachelor of Communication from outside Arts programs

Students enrolled in the Bachelor of Communication may take one major or two minor studies from other USQ minors. Students should contact the Faculty of Business, Education, Law and Arts for approval.

Minor Studies

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, oncampus 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, 3 1 3b26.

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

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.

Film, Television and Radio recommended enrolment pattern (8 unit major)

Students are able to enrol in any offered mode of a course (on-campus, external or online), re

- # Formlery JRN3006. Students who have successfully complted JRN3006 should not enrol in JRN2006.
- & Students who cannot enrol in HMT3001 maybe eligible to enrol in HMT3002 in Semester 2.
- * Students who have successfully completed JRN2005 should not enrol in JRN3004.

Public Relations recommended enrolment pattern (8 unit 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 the

Consult the Handbook on the Web at <http://www.usq.edu.au/handbook/current> for any updates that may occur during the year.
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- Physical Sciences
- Environment and Sustainability