

Bachelor of Applied Media (BAPM) - BAppMed

QTAC code (Australian and New Zealand applicants): Springfield campus: 929651

Program Information Set

View USQ's admission criteria, student profiles and a summary of all offers made under [Course Admission Information Set](#) via the QTAC website.

Admission requirements

To be eligible for admission, applicants must satisfy the following requirements:

- Admission to the Bachelor of Applied Media is in accordance with [University's Admissions Policy](#) for undergraduate programs.

Students who have completed a Diploma or Advanced Diploma of Screen (Film and Television), or other media-associated Diploma or Advanced Diploma from TAFE (or other accredited provider) may be granted advanced standing – see Credit.

All students are required to satisfy the applicable [English language requirements](#).

If students do not meet the English language requirements they may apply to study a University-approved [English language program](#). On successful completion of the English language program, students may be admitted to an award program.

Program fees

Commonwealth supported place

A Commonwealth supported place is where the Australian Government makes a contribution towards the cost of a student's higher education and students pay a [student contribution amount](#), which varies depending on the courses undertaken. Students 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 place

Domestic full fee paying places are funded entirely through the full fees paid by the student. Full fees vary depending on the courses that are taken. Students are able to calculate the fees for a particular course via the [Course Fee Finder](#).

Domestic full fee paying students may be eligible to defer their fees through a Government loan called [FEE-HELP](#) provided they meet the residency and citizenship requirements.

Australian citizens, Permanent Humanitarian Visa holders, Permanent Resident visa holders and New Zealand citizens who will be resident outside Australia for the duration of their program pay full tuition fees and are not eligible for [FEE-Help](#).

International full fee paying place

International students pay full fees. Full fees vary depending on the courses that are taken and whether they are studied on-campus, via distance education/online. Students are able to calculate the fees for a particular course via the [Course Fee Finder](#).

Program structure

The Bachelor of Applied Media consists of 24 courses. All students must complete core studies - 16 courses taken over three years and either:

- a Specialisation Major - 8 courses, or
- two minor studies of 4 courses each - 8 courses, or
- one minor study - 4 courses and 4 electives – 4 courses

Required time limits

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

Core courses

The Bachelor of Applied Media core courses are as follows:

VSA2000 Perspectives in Contemporary Art	ONC, ONL (Arts Management only)	1
VSA2001 Artists, Works and Processes	ONC, ONL (Arts Management only)	2
VSA1021	ONL (Arts Management only)	2
BCA3002	ONL (Arts Management only)	1
VSA3021 Contemporary Art Theory 1	ONC, ONL	1
VSA3022 Contemporary Art Theory 2	ONC, ONL	2

Tourism Management

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Mode	Semester
MKT1001 Introduction to Marketing	ONC	1, 2
TOU1003 Tourism Management	ONC	1
TOU2008 Ecotourism	ONL	1
TOU2009 Cultural Tourism	ONC	2
MKT2012 Services Marketing	ONC	2
MGT3001 Global Management	ONC	1
TOU3010 Event Management	ONC	2
Select 1 of the following courses:		
BUS3000	ONC	2, 3
MKT3001 Marketing Research	ONC	1
MKT3007 Marketing Strategy	ONC	2

Marketing

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Mode	Semester
MKT1001 Introduction to Marketing	ONC	1, 2
MKT1002 Consumer Behaviour	ONC	2
MKT2001 Marketing Communications	ONC	1
MKT2002 Global Marketing	ONC	1
MKT2004 Marketing Channels	ONC	2
MKT2012 Services Marketing	ONC	2
MKT3001 Marketing Research	ONC	1
MKT3007 Marketing Strategy	ONC	2

EDC1300 Perspectiv	ONC	2

HIS1003 World History Since 1500 CE	S2 ONC, ONL
HIS2001 Race Relations in Australian History	S1 ONC, ONL

Journalism minor

Course	Semester/Mode of Offer
JRN1020 Journalism Practice Formerly JRN1000: Students who have completed JRN1000 should not enrol in JRN1020.	S2 ONC, ONL; S3 ONL
JRN2000 News Reporting	S1 ONC, ONL
JRN2001 Photojournalism and Editorial Design	S2 ONC, ONL
JRN3003 Feature Writing	S1 ONC, ONL

Theatre minor

Course	Semester/Mode of Offer
THE1001 Theatre in Context 1: Sophocles to Shakespeare	S1 ONC, ONL
THE1002 Theatre in Context 2: Bourgeois to Broken	S2 ONC, ONL
THE1003 Political and Community Theatre	S2 ONC, ONL
THE2003 Children's and Young People's Theatre	S1 ONC, ONL

Visual Arts minor

Marketing minor

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Semester/Mode of Offer
MKT1001 Introduction to Marketing	S1,2 ONC
MKT1002 Consumer Behaviour	S2 ONC
MKT2002 Global Marketing	S1 ONC
Select one other course from the Marketing major in the BBUS Bachelor of Business (subject to enrolment requirements).	

Education minor

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Semester/Mode of Offer
EDC1100 Lifespan Development and Learning	S1 ONC
EDC1200 Self, Education and Society	S1, S3 ONC
EDC1300 Perspectives in Education	S2, S3 ONC
EDC2200 Indigenous Perspectives	S2, S3 ONC

Psychology minor

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Semester/Mode of Offer
PSY1010 Foundation Psychology A	S1 ONC, ONL; S3 ONL
PSY1101 Critical Thinking	S1 ONC, ONL
PSY1020 Foundation Psychology B	S2 ONC, ONL; S2 ONC, ONL
PSY1030 Cross-Cultural and Indigenous Psychology	S2 ONC, ONL; S3 ONL

IT requirements

Access to high-level computers is necessary as computers play an important role in the studying and learning process, especially in media related fields where digital technology has superseded analogue traditions. Students are strongly encouraged to make use of up-to-date computer technology in a number of ways to facilitate learning, and in the production of assessment material. Some courses require substantial access to a computer because computer software is integral to the material being taught in the course. On-campus students will access appropriately equipped laboratories, but should consider acquisition of their own computer.

Additionally, students are required to purchase an External 7200 rpm Hard Drive with Firewire in their first semester, first year. This hardware will be necessary for use over the duration of the three years (full-time) of the degree course.

The University is installing a wireless network for students' computers. In order to take advantage of this facility and further enhance their on-campus learning environment, students should consider purchasing a notebook/laptop computer with wireless connectivity.

External students should be able to access a computer with the following [minimum standards](#) as advised by the University. All students should have access to email and the Internet via a computer running the latest versions of Internet web browsers such as Internet Explorer or Firefox.

Other program requirements

Students must maintain good standing in this program. Please refer to the [Academic Standing, Progression and Exclusion Procedure](#).

Credit

- Students with prior industry experience and/or previous related study may apply for consideration for credit
- In particular, students who have completed the Advanced Diploma of Screen (Film and Television) or the Diploma of Screen (Film and Television) from a TAFE (or other accredited provider) may apply for credit of up to 8 core courses as per AQF agreement. All requests for further credit above the agreed 8 units will be considered on a case by case basis and responses directed by the Faculty of Business, Education, Law and Arts. The Faculty is not obliged to grant further credit above the 8 units but is able to do so if it believes there are demonstrated grounds for doing so.

Recommended enrolment pattern - Springfield campus only

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.

Given the program structure information, students should plan their enrolment making sure that they have fulfilled all core, major, minor and elective requirements. Enrolment requirements must be satisfied before enrolling in a course.

As a guide, full-time students should plan to undertake eight courses per year or four units per semester. For further details, see above under Program Structure.

Courses in the core studies are only offered on-campus and follow a strict pre-requisite pattern. While most courses in the n7541.falision fojor

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