

Bachelor of Communication and Media (BCNM) - BCmn New

QTAC code (Australian and New Zealand applicants): Online: 909885; Toowoomba campus: 909881

CRICOS code (International applicants): 093872D

	On-campus	Online
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	

Contact us

Future Australian and New Zealand students	Future International students	Current students
	Ask a question Phone: +61 7 4631 5451.84 Tm(A	Ask a question Phone: +61 7 4631 5451.84 Tm(A 007 252 Phone (from outside Australia): +61 7 4631 2285 Email: usq.support@usq.edu.au

1800 13715180 Tm)Tj0 0 2157.8

- solve problems according to the ethical and social responsibilities that are integral to the function of professional communication
- assess and apply methods, concepts, techniques and theories in projects from different professional communication contexts.

Australian Qualifications Framework

The Australian Qualifications Framework (AQF) is a single national, comprehensive system of qualifications offered by higher education institutions (including universities), vocational education and training institutions and secondary schools. Each AQF qualification has a set of descriptors which define the type and complexity of knowledge, skills and application of knowledge and skills that a graduate who has been awarded that

TOTAL	24 units
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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](#)
- [CMS1010 Introduction to Communication Studies](#)
- [CMS2019 Global Hollywood](#)
- [CMS2008](#)
- [CMS3013 New Media](#)
- [JRN1010 News Literacy](#)
- [PRL1002 Principles and Practice of Public Relations](#)
- [STA3100 Evaluating Information](#)

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

Year	Semester of offer	Course
1	1, 2 or 3	CMS1000 Communication and Scholarship
1	1	JRN1010 News Literacy
1	1	PRL1002 Principles and Practice of Public Relations
1	1	CMS1010 Introduction to Communication Studies
2	1	CMS2019 Global Hollywood
2	2	CMS2008
2	2	STA3100 Evaluating Information
3	1	CMS3013 New Media

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

Major studies

8-unit majors:

- Advertising
- Communication and Media Studies
- Interactive Media
- Journalism
- Marketing
- Public Relations
- Television and Radio

12-unit extended majors:

- Journalism Extended
- Public Relations Extended
- Television and Radio Extended

Majors from outside the program

Students may select one major from the list above and a second major from another USQ undergraduate program subject to meeting prerequisite requirements and with the approval of the Program Coordinator. Programs where students may consider a second major include:

- [Bachelor of Arts](#)
- [Bachelor of Business and Commerce](#)
- [Bachelor of Information Technology](#)
- [Bachelor of Science](#)

Minor Studies

Students may take one minor from those listed in the [Minor studies](#) section of this Handbook. Students should take courses to the value of at least four units in the selected Minor Study. Choice of a minor will depend on the availability of the subject area, timetabling constraints, quotas and other restrictions such as auditions and interviews in certain areas of the Arts, as well as the approval of the Program Coordinator.

Practical experience

In many 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, Communication, Marketing, Interactive Media, Television and Radio, and Advertising students will work on at least two client projects during their study. Students undertaking the Journalism and Public Relations majors are able to undertake work experience and have this recognised as part of their course through [HMT3001 Independent Study Project A](#) and [HMT3002 Independent Study Project B](#).

IT requirements

For information technology requirements please refer to the [minimum computing standards](#).

Exit points

Students who are unable to complete the Bachelor of Communication and Media but have successfully completed 8 units, may exit with a [Diploma of Arts](#) provided they have completed [CMS1000 Communication and Scholarship](#) and 7 other courses. Students who have successfully completed 16 units, comprising a minimum of 4 core units and 12 other units, with no more than 10 level one units, may exit with an Associate Degree of Communication and Media.

Candidates for admission to the Bachelor of Communication and Media may be eligible for up to 16 units of credit on the basis of successful completion of relevant, equivalent undergraduate study from a recognised university or institution offering equivalent study. Credit approved in this program will not automatically apply to other programs offered by USQ.

Claims for credit for previous study should be submitted prior to or at the time of enrolment. Each claim will be assessed on individual merit in line with USQ policy.

Note: Where credit is granted, maximum and minimum duration will be adjusted in the same proportion as credit, for example, where eight units of credit is granted, maximum time will be six years and minimum time will be four semesters.

Enrolment

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

As a guide, full-time students should plan to undertake 8 courses per year and online students, who are in employment, a maximum of 6 courses per year, with a minimum of 4 courses per year. This is exclusive of any semester 3 enrolments.

Courses are normally offered on-campus and externally in the same semester. If a course is offered twice in one year, the second offering will normally be on an external basis only.

Advertising (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 they enrolled in.

* Students who have successfully completed JRN2005 should not enrol in JRN3004.

Journalism Extended (12-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 they enrolled in.

This major will qualify students for work as practising journalists in industry. On-campus classes are available at Toowoomba and Springfield.
