

Bachelor of Communication and Media (BCNM) - BCmn

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 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 and Media (Public Relations) and the Bachelor of Communication and Media (Public Relations Extended) are accredited with the [Public Relations Institute of Australia \(PRIA\)](#).

Program aims

This program aims to produce graduates who have mastery over the professional practice of contemporary

- 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 qualification has attained, and the typical volume of learning associated with that qualification type.

This program is at AQF Qualification Level 07. Graduates at this level will have broad and coherent knowledge and skills for professional work and/or further learning.

The full set of levels criteria and qualification type descriptors can be found by visiting www.aqf.edu.au.

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:

- Have achieved a minimum Overall Position (OP) **15**, tertiary entrance rank **66** or equivalent qualification.[^]
- Subject pre-requisite: English (4, SA) or equivalent.
- English Language Proficiency requirements for Category 2.

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.

[^] These are determined by the University for specific programs each Semester. The 2018 OP and tertiary entrance ranks are based on agreed QTAC schedules which assess formal study at Year 12 or [equivalent level](#), tertiary, preparatory, professional or vocational qualifications or work experience, as detailed in the QTAC Assessment of Qualifications Manual and QTAC Assessor Guidelines.

Special admissions may help you get into the program of your choice by increasing your Selection Rank. The additional points don't apply to all applicants or all programs. Please read the information about USQ's [Special Admissions](#) carefully to find out what you may be eligible for.

Program fees

Commonwealth supported place

A Commonwealth supported place is where the Australian Government makes a contribution towards the cost of a students' 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](#).

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 may exit with the Diploma of Arts if they have completed 8 courses as follows:

- [CMS1000 Communication and Scholarship](#)
- 7 other courses from the Bachelor of Communication and Media

Students may exit with the Associate Degree of Communication and Media if they have completed 16 courses as follows:

- 4 core units from the Bachelor of Communication and Media
- 12 other units, with no more than 10 level one units.

Journalism (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.

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	Lk*^ j m rp %LK@%		Buqbok^i %BUQ%		L kifkb %LKI%		
	Vb^o	Pb j	Vb^o	Pb j	Vb^o	Pb j	
JRN1020 Journalism Practice [^]	1	2			1	2, 3	
JRN2000 News Reporting	2	1			2	1	Pre-requisite: JRN1000 or JRN1020
JRN2001 Photojournalism and Editorial Design	2	1			2	1	Pre-requisite: JRN1020
JRN2002 Radio Journalism	2	2			2	2	Pre-requisite: (JRN1000 or JRN1020) and JRN2000
JRN2006 Media Law and Ethics [§]	2	2			2	2	
JRN3003 Feature Writing	3	1			3	1	Pre-requisite: JRN1000 or JRN1020
Select ONE of the following two courses:							
HMT3001 Independent Study Project A					3	1	Pre-requisite: Completion of 16 units, of which 5 must be in area of proposed study project; subject to agreement of appropriate supervisor. Enrolment is not permitted in HMT3001 or HMT3002 if PRL3002 has been previously completed.
HMT3002 Independent Study Project B					3	2	Pre-requisite: Completion of 16 units, of which 5 must be in area of proposed study project; subject to agreement of appropriate supervisor. Enrolment is not permitted in HMT3001 or HMT3002 if PRL3002 has been previously completed.
Select ONE of the following two courses:							
JRN3001 Online Journalism	3	2			3	2	Pre-requisite: JRN2003 or JRN3003
CMS3008 Communication and Media Industries					3	2	

Footnotes

[^] Formerly JRN1000.

[§] Formerly JRN3006: Students who have successfully completed JRN3006 should not enrol in JRN2006.

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.

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	Lk*^ j m rp %LK@%		Buqbok^i %BUQ%		L kifkb %LKI%		
	Vb^o	Pb j	Vb^o	Pb j	Vb^o	Pb j	
Required Courses:							
JRN1020 Journalism Practice [#]	1	2			1	2, 3	
JRN2000 News Reporting	2	1			2	1	Pre-requisite: JRN1000 or JRN1020
JRN2001 Photojournalism and Editorial Design	2	1			2	1	Pre-requisite: JRN1020
JRN2002 Radio Journalism	2	2			2	2	Pre-requisite: (JRN1000 or JRN1020) and JRN2000
JRN2006 Media Law and Ethics [§]	2	2			2	2	
JRN2008 History of Journalism					2	1	

Public Relations (8-unit major)

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

@l ropb	Vb^o l c mo l do^ j ^ka pb j bpqbofk t ef^ e `l ropb fp klo j ^iiv pqr afba						Bkoli j bkq obnr fob j bkq
	L k*^ j m r p %LK@%		Buqbok^i %BUQ%		L kifkb %LKI%		
	Vb^o	Pb j	Vb^o	Pb j	Vb^o	Pb j	
							HMT3001 or HMT3002 if PRL3002 has been previously completed.
HMT3002 Independent Study Project B					3	2	Pre-requisite: Completion of 16 units, of which 5 must be in area of proposed study project; subject to agreement of appropriate supervisor. Enrolment is not permitted in HMT3001 or HMT3002 if PRL3002 has been previously completed.

Television and Radio (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 undertaking radio courses from Year 2 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 undertaking television courses from Year 2 must enrol on campus.
