

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.

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

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Program structure

The Bachelor of Communication consists of 24 courses. Students should study the four core courses to help make better informed decisions about their choice of major/s. The structure is:

- 4 x 1 credit point core courses, *plus*
- 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 select 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 Faculty of Business, Education, Law and Arts. In some instances, however, combinations preferred by individual students may not be available due to quota, timetable or enrolment pattern constraints).

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 Faculty of Business, Education, Law and

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 the Faculty of Business, Education, Law and Arts.

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 final decisions about choice of major/s.

Students who wish to enrol in approved majors in the Bachelor of Communication (see Major Studies above, for which there is no recommended enrolment pattern listed above should refer to the [Bachelor of Arts recommended enrolment patterns](#).

Recommended general pattern for first year full-time students

- [CMS1000 Communication and Scholarship](#)
- [JRN1020 Journalism Practice](#)
- [PRL1002 Principles and Practice of Public Relations](#)
- [CMS1010 Introduction to Communication Studies](#)

| Year 1 | |
|--|---|
| Semester 1 | Semester 2 |
| Year 1 CMS1000 Communication and Scholarship | JRN1020 Journalism Practice Formerly JRN1000. Students who have completed JRN1000 should not enrol in JRN1020 |
| Year 1 JRN1010 News Literacy | Year 1 course (from first major) |
| | Year 1 course (from second major (or tw |
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- ± Students who cannot enrol in [HMT3001 Independent Study Project A](#) may be eligible to enrol in [HMT3002 Independent Study Project B](#) in Semester 2.
- * Students who have successfully completed JRN2005 should not enrol in JRN3004.
- ‡ This course is offered in odd-numbered years only.

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.

Journalism recommended enr

