

Bachelor of Communication and Media (BCNM) - BCmn

QTAC code (Australian and New Zealand applicants): Toowoomba campus: 909881; Online: 909885;
Springfield campus: 929881

CRICOS code (International applicants): 093872D

	On-campus	Online
Start:	Semester 1 (February) Semester 2 (July)	Semester 1 (February) Semester 2 (July) Semester 3 (November)
Campus:	Springfield, Toowoomba	-
Fees:	Commonwealth supported place	Commonwealth supported place Domestic full fee paying place

- 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 comple6le

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 Communication and Media is comprised of 24 single-unit courses as indicated in the table below. **Students are not permitted to complete more than 10 Level 1 courses as part of the program.**

Area of study	Number of units
OPTION 1	
Core courses	8 units
1 x 12–unit major from the Bachelor of Communication and Media: <ul style="list-style-type: none">• Journalism Extended• Television and Radio Extended• Public Relations Extended AND 1 x 4-unit minor <i>or</i> 4 units of elective courses	16 units
TOTAL	24 units
OPTION 2	
8 x core courses	8 units

<p>1 x 8–unit major from the Bachelor of Communication and Media:</p> <ul style="list-style-type: none"> • Advertising • Communication and Media Studies • Journalism • Marketing • Professional Photography • Public Relations • Television and Radio <p>AND one of the following</p> <ul style="list-style-type: none"> • A second major from within the Bachelor of Communication and Media (8 units)*, or • 2 x 4-unit minors from areas of study within the Bachelor of Communication Media, or • 1 x 4-unit minor and 4 units of elective courses (from across the University subject to prerequisite requirements). <p>* Alternatively, 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 and Bachelor of Science</p>	<p>16 units</p>
TOTAL	24 units

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](#)
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Major studies

8-unit majors:

- Advertising
- Communication and Media Studies
- Journalism
- Marketing
- Professional Photography
- 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, 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.

Credit

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.

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CMS3009 Research and Inquiry in Communication and Media		
JRN3005 Journalists and Power		
JRN3001 Online Journalism		
CMS3008 Communication and Media Industries		

Footnotes

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