

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

This program is currently undergoing internal reaccreditation. This may result in changes to the program for 2022.

	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 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 communication industry skills, supported by scholarly engagement with communication/media theory. Graduates will demonstrate professional practice in preferred areas of journalism, public relations, advertising and marketing, supported by a range of cognate skills from contemporary communication and media studies. Students can complement their major study with nominated major and minor studies from across the University's programs. The Bachelor of Communication and Media program allows specific emphasis on those skills required in communications professions, with emphasis on journalism, public relations and mass communication.

Program objectives

On successful completion of the program students should be able to:

- express themselves with clarity and coherence and in terms of the industry-knowledge of the communication professions

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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

<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 • 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 under</p>	<p>16 units</p>

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](#)
- [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

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 relev

Footnotes

* Formerly JRN1000.

** Formerly JRN3006: Students who have successfully completed JRN3006 should not enrol in JRN2006.

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Select ONE of the following two courses. International on-campus students should consult with the PR discipline co-ordinator before making their selection.								
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	
