

- express themselves with clarity and coherence and in terms of the industry-knowledge of the communication professions
- explain and describe the fundamental nature of the process of communication in a range of communication forms including journalism, public relations, advertising and marketing
- critically examine and describe the theoretical issues, problems and methodologies of the communication professions
- 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 UniSQ'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 Australian Tertiary Admission Rank (ATAR) of **65**, or equivalent qualification.[^]
- English Language Proficiency requirements for Category 2.

Applicants are advised to also address the following:

- [Assumed knowledge](#) expectations: English (Units 3 & 4, C).

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 2021 ATAR 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.

Adjustment factors may help you get into the program of your choice by increasing your entrance rank. The additional points don't apply to all applicants or all programs. Please read the information about UniSQ's [Adjustment Factors](#) 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 Schedules](#).

Commonwealth Supported students may be eligible to defer their fees through a Government loan called [HECS-HELP](#).

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 Schedule](#)

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 Schedules](#).

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 ..., Bachelor of Information Technology and</p>	16 units
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](#)
- [MSD2500 Reading Film: Hollywood](#)
- [CMS2008 Subjectivities, the Self and Communication](#)
- [CMS3013 New Media](#)
- [JRN1010 Analysing News and Media](#)
- [PRL1002 This is Public Relations](#)
- [STA2100 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, 3	JRN1010 Analysing News and Media
1	1, 3	PRL1002 This is Public Relations
1	1	CMS1010 Introduction to Communication Studies
2	1	MSD2500 Reading Film: Hollywood
2	2	CMS2008 Subjectivities, the Self and Communication
2	2	STA2100 Evaluating Information
3	1	CMS3013 New Media

Footnotes

S2 offer at Toowoomba is not available in 2022

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

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](#)
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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 approthe a

Marketing (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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	Vb^o	Pb j	Vb^o	Pb j	Vb^o	Pb j	
Select ONE of the following two courses:							
TVR1002 Introduction to Radio Production	2	1			2	1	Enrolment is not permitted in TVR1002 if FTR2002 has been previously completed.
TVR1001 Introduction to Television Studio Practice	2	2					Enrolment is not permitted in TVR1001 if FTR2003 has been previously completed.
Select ONE of the following two courses:							
TVR2002 Advanced Radio Production	2	1			2	1	Pre-requisite: TVR1002 Enrolment is not permitted in TVR2002 if FTR2008 has been previously completed
TVR2001 Advanced Television Studio Production	2	1					Enrolment is not permitted in TVR2001 if FTR2009 has been previously completed.
Select the following courses:							
FTR3004 Major Broadcast Production	3	2					Pre-requisite: Students enrolled in BCAR (FilmTelevRadio+Animation 17195): FTR2011 . Students enrolled in BCAR (FilmTelevRadio+Television 17197): FTR2009 . Students enrolled in BCAR (FilmTelevRadio+Radio 17198): FTR2008 .
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 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.
