

Become a **leader** in the business of communication



Bachelor of **Business** / Bachelor of **Communication**

Effective communication skills are among the most sought-after skills in any modern business. In this double degree, you'll learn the foundations of clear, accurate and engaging communication within a range of contexts including social media, marketing, video production and more. You'll also develop the core business knowledge you will need to succeed in your future as a business professional in areas such as business strategy implementation, organisational learning and growth.

In this degree you will:

- Study the core communication disciplines and become job-ready for a range of media, marketing and communication roles
- Build a diverse skillset by studying core business concepts like management, marketing, economics and international business
- Develop briefs and communication campaigns, work with real clients and projects and experience work as part of an agency team

Majors

Sunshine Coast

Business majors: Digital Futures; Economics and Finance; Entrepreneurship; Human Resource Management; International Business; Information Systems; Management; Marketing; Tourism, Leisure and Event Management

Communication majors: Creative Advertising; Journalism; Public Relations; Social Media

Moreton Bay

Business majors: Digital Futures; Entrepreneurship; Human Resource Management; Information Systems; Management; Marketing; Tourism, Leisure and Event Management

Communication majors: Journalism; Social Media

Online

Business majors: Digital Futures; Economics and Finance; Entrepreneurship; Human Resource Management; International Business; Management; Marketing; Tourism, Leisure and Event Management

Communication majors: Creative Advertising; Journalism; Public Relations; Social Media

Career opportunities

- Social media manager
- Advertising executive
- Content strategist
- Creative director
- Public relations officer
- Copywriter
- Marketing coordinator
- Corporate communications officer
- Entrepreneur
- Innovation manager

Please note that not all study components and/or combinations of study components included in this program may be able to be completed in the minimum duration. Please contact the Program

LOCATIONS

Sunshine Coast	017311
Moreton Bay	014311^
Online	015042

QTAC CODE

DURATION

4 years full time or equivalent part time

COMMENCE

Semester 1 or Semester 2

RECOMMENDED PRIOR STUDY

English; General Maths, Maths Methods or Specialist Maths

MORE INFORMATION

Contact Student Central
information@usc.edu.au
+61 7 5430 2890

usc.edu.au/ab309

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Note: Study options and semester of offer can vary depending on the study location. For full details, visit usc.edu.au.



Rise, and shine.

Coordinator if you require written confirmation prior to accepting a place in this program.