

# 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

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

### LOCATIONS

Sunshine Coast  
Moreton Bay

### QTAC CODE

017311  
014311^

### MINIMUM SELECTION THRESHOLD

ATAR - 54.55 / OP - 18 / Rank - 64

### DURATION

4 years full time or equivalent part time

### COMMENCE

Semester 1 or Semester 2

### RECOMMENDED PRIOR STUDY

English; Maths A, B or C

### SCHOLARSHIPS

Scholarships can give you money and other financial support to help you while you study. Find out more at [usc.edu.au/scholarships](http://usc.edu.au/scholarships).

### MORE INFORMATION

Contact Student Central  
[information@usc.edu.au](mailto:information@usc.edu.au)  
+61 7 5430 2890

[usc.edu.au/ab309](http://usc.edu.au/ab309)

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 14 July 2020  
Note: Study options and semester of offer can vary depending on the study location. For full details, visit [usc.edu.au](http://usc.edu.au).



Rise, and shine.