Bachelor of / Bachelor of

Business / Communication

LOCATION	START
Sunshine Coast	Semester 1, Semester 2
Moreton Bay	Semester 1, Semester 2

Effective communication skills are among the most sought-after skills in any modern business. This double degree teaches the foundations of clear, accurate and engaging communication within a range of contexts, including social media, marketing, and video production. Develop core business knowledge needed to succeed in areas such as strategy implementation, organisational learning and growth.

In this program you will:

- Study 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

Career opportunities

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

CRICOS Code
0101886

Duration
4 years
Only a full-time option is available to international students on a Student visa. Online programs are not available to Student visa holders.

Indicative 2024 fees
A$25,000
Annual fee

Tuition fees are reviewed each calendar year. The fee you must pay for a given teaching period is that which has been approved by UniSC for the calendar year in which the teaching period commences

Recommended prior study
English; General Maths, Maths Methods or Specialist Maths

Delivery mode
Blended Learning

Total courses
32

Total units
384

UniSC program code
AB309

Program structure

Introductory courses (12) 144 units

ACC106 Accounting Principles
BUS101 Exploring Business Research
BUS102 Economics for Business
BUS104 Discovering Management
BUS105 Marketing Essentials
BUS108 Information Systems in Organisations
CMN101 Introduction to Creative Entrepreneurship
CMN106 Contemporary Communication Theory and Trends
CMN107 Communication for the Creative Professional
CMN109 Editing for Professionals
CMN120 Introduction to Contemporary Global Media and Communication
CMN150 Digital Journalism

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Developing courses (1) 12 units

BUS203 Business Law

Graduate courses (3) 36 units

BUS306 World of Work: Your Pathway to Employment
BUS320 Business, Governance and Society
CMN314 Global Communication

PLUS select 1 course (1) 12 units from:

BCI300 Work Integrated Learning Project
BCI301 Work Integrated Learning Placement
BCI302 Work Integrated Learning Project
BCI303 Work Integrated Learning Placement

Business Major courses (8) 96 units

- Business Administration
- Digital Futures
- Economics and Finance
- Human Resource Management
- Marketing
- Small Business Management
- Tourism, Leisure and Event Management

Communication Major courses (8) 96 units

- Journalism
- Social Media

Elective courses

Select up to a total of 12 to 36 units from the undergraduate elective course options. The number of electives is dependent on the Business major and Creative Industries major chosen. The total number of units required to complete the program is 384 units.

Note: Program structures are subject to change. Not all UniSC courses are available on every UniSC campus.

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