

Leading-edge

communication for a
changing world



Bachelor of Communication (Professional Communication)

Want to future-proof your career?

Communication is one of the most in-demand skills across all industries. In a changing global economy, organisations are looking for professionals who can communicate strategically and effectively across a range of audiences, channels and media.

The Bachelor of Communication (Professional Communication) prepares you to take advantage of this demand, with a broad skillset that includes written, visual and audio communication. You'll study the foundations of communication theory and its application across a range of fields, including social media, public relations, journalism, publishing and more.

In this program you will:

- Learn the foundations of communication, storytelling and entrepreneurship, and how to use them in professional and global contexts.
- Build practical experience in communication research, content curation, and campaign development and implementation.
- Understand the changing communication needs of a range of groups, including corporate businesses, non-profits and social change organisations.
- Gain hands-on experience through your choice of industry project.

Career opportunities:

- Social media specialist
- Content strategist

- Communications manager
- Copywriter
- Editor
- Speech writer
- Professional speaker
- Technical writer
- Organisational communication
- Political, NGO, and activist communication

Scholarships

Scholarships can give you money and other financial support to help you while you study. Find out more at usc.edu.au/scholarships.

MINIMUM SELECTION THRESHOLD
ATAR - 54.55 / OP - 18 / Rank - 64

DURATION
3 years full time or part time equivalent

COMMENCE
Semester 1, Semester 2

RECOMMENDED PRIOR STUDY
English

MORE INFORMATION

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

usc.edu.au/ar309

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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.