

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

MORE INFORMATION

Contact USC International

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usc.edu.au/ar309 | CRICOS code: 098458M

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 17 May 2021
Note: Study options and semester of offer can vary depending on the study location. For full details, visit usc.edu.au.



Rise, and shine.

PROGRAM STRUCTURE

Introductory courses (4) 48 units

- CMN101** Introduction to Creative Entrepreneurship
- CMN106** Contemporary Communication Theory and Trends
- CMN107** Communication for the Creative Professional
- CMN108** Issues in Social Media

Developing and Graduate courses (12) 144 units

- CMN204** Social Media: Content Curation and Creation
- CMN213** Editing for the Communication Professional
- CMN228** Media Publishing: Law & Ethics
- CMN252** Public Relations Writing
- CMN276** Social Media
- CMN309** Transmedia Storytelling Campaigns
- CMN313** Creativity, Design and Communication Project
- CMN314** Global Communication
- CMN315** Communication Research
- EGL201** Reality Bites: An Exploration of Non-Fiction
- EGL206** Reading Aboriginal and Torres Strait Islander Writing
- SUS202** Communicating Sustainability

Elective courses (8) 96 units

Select 8 courses (96 units) from the undergraduate elective course options. 2 electives (24 units) must be developing and graduate (200/300 coded) level courses. Students are strongly encouraged to use their electives to complete courses in the available Communication disciplines.

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