



Keep pace with the digital **revolution**

Bachelor of Communication (Social Media)

Digital technology has evolved rapidly over the past 10 years, creating more opportunities to work with social media. This program will prepare you as a social media specialist by teaching you how to work with real clients to develop and implement social media strategies, and analyse their success. You'll have opportunities to gain industry-recognised certifications and travel overseas on study tours.

In this program you will:

- Develop the skills for content curation and creation across platforms.
- Learn how to tell compelling brand stories across both social and traditional channels.
- Gain a thorough grounding in communication, public relations, creative advertising, and marketing.
- Work with real clients to gain practical experience and build a portfolio of work to showcase to future employers.

Career opportunities:

- Social Media Manager
- Digital Marketing Manager
- Online Community Manager
- Content Creation Executive
- Digital Strategist

LOCATIONS

Sunshine Coast
Online

QTAC CODE

011441
015009

MINIMUM SELECTION THRESHOLD

ATAR - 60.00 / OP -- / Rank - 60

DURATION

3 years full time or equivalent part time

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/ar310

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.