Bachelor of

Communication

Online, Semester 2 2022

Program structure

Introductory courses (6) 72 units

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

Graduate courses (1) 12 units

CMN314 Global Communication

PLUS select 1 course (1) 12 units from:

BCI302 Work Integrated Learning Project
BCI303 Work Integrated Learning Placement

Plus select 16 courses (192 units) towards 1 required major and 1 major from the specified list; or 1 required major and 2 minors:

*With the approval of the Program Coordinator, students may replace a specified communication major or minor with a study component^ that the Program Coordinator deems to be equivalent to an approved UniSC study component, completed or commenced at another university or comparable tertiary institution.

^A coherent set of courses that develop a particular academic theme which is formally recognised on the Official Statement of Academic Record.

Required Major

Select 1 required major from:

- Journalism
- Social Media

Majors

- Creative Writing and Publishing
- Digital Culture^
- Game Design
- Interactive Media
- Journalism
- Music^
- Screen Media
- Social Media
- Theatre and Performance^
- Visual Communication

Minors

- Creative and Interactive Advertising
- Creative Writing and Publishing
- Digital Culture^
- Fashion Studies^
- Game Art and Animation
- Game Design

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- Game Programming
- Interactive Media
- Journalism
- Music^
- Photographic Practice^
- Screen Media
- Social Media
- Strategic Global Communication
- Theatre and Performance^
- Visual Communication

^Not currently available at Moreton Bay campus.

Elective courses

Select up to a total of 12 to 36 units from the undergraduate elective course options. The number of electives will vary depending on the majors or minors chosen.

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

Total units: 288

Study sequence

Semester 2

COURSE	SEMESTER OF OFFER (ONLINE)	UNITS	REQUISITES
CMN109 Editing for Professionals	• Semester 2	12	Anti: CMN213
CMN150 Digital Journalism	• Semester 2	12	
BUS105 Marketing Essentials	• Semester 1, Semester 2	12	

PLUS select 1 course towards your second major or minors or elective from the undergraduate elective course options.

Semester 1

COURSE	SEMESTER OF OFFER (ONLINE)	UNITS	REQUISITES
CMN101 Introduction to Creative Entrepreneurship	• Semester 1	12	
CMN106 Contemporary Communication Theory and Trends	• Semester 1	12	
CMN107 Communication for the Creative Professional	• Semester 1	12	
CMN120 Introduction to Contemporary Global Media and Communication	• Semester 1	12	

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Semester 2

COURSE	SEMESTER OF OFFER (ONLINE)	UNITS	REQUISITES
CMN208 Issues in Social Media	• Semester 2	12	

PLUS select 3 courses towards your second major or minors or electives from the undergraduate elective course options.

Semester 1

COURSE	SEMESTER OF OFFER (ONLINE)	UNITS	REQUISITES
CMN204 Social Media: Content Curation and Creation	• Semester 1	12	
CMN226 Creative and Interactive Advertising	• Semester 1	12	

PLUS select 2 courses towards your second major or minors or electives from the undergraduate elective course options.

Semester 2

COURSE	SEMESTER OF OFFER (ONLINE)	UNITS	REQUISITES
CMN308 Social Media: Monitoring and Measurement	• Semester 2	12	
CMN309 Transmedia Storytelling Campaigns	• Semester 2	12	

PLUS select 1 course from:

COURSE	SEMESTER OF OFFER (ONLINE)	UNITS	REQUISITES
BCI302 Work Integrated Learning Project	• Semester 1, Semester 2	12	Pre: Completion of 192 units Anti: CMN311, CMN312, CMN313, CMN316 or ENT311
BCI303 Work Integrated Learning Placement	• Session 8, Semester 1, Semester 2	12	Pre: Course Coordinator Consent Required and successful completion of 192 units Anti: BUS331, CMN312, ENT311, CMN316 and CMN313

PLUS select 1 course towards your second major or minors or elective from the undergraduate elective course options.

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Semester 1

COURSE	SEMESTER OF OFFER (ONLINE)	UNITS	REQUISITES
CMN276 Social Media Communication	• Semester 1	12	
CMN314 Global Communication	• Semester 1	12	

PLUS select 2 courses towards your second major or minors or elective from the undergraduate elective course options.

Program requirements and notes

In order to graduate you must:

- Successfully complete 288 units as outlined in the Program Structure
- Complete no more than 10 introductory level (100 coded) courses

Program notes

- Completing this program within the specified (full-time) duration is based on studying 48 units per semester (normally 4 courses) and following the recommended study sequence
- The unit value of all courses is 12 units unless otherwise specified
- It is each students responsibility to enrol correctly according to your course requisites, program rules and requirements and be aware of the academic calendar dates
- Required introductory courses may count toward some majors and minors
- Courses within this program are assessed using a variety of assessment methods which may include essays, seminar presentations, reports, in-class tests and examinations
- As part of your UniSC program, you may apply to Study Overseas to undertake courses with an overseas higher education provider
- Only a full-time study option is available to international students on a Student Visa
- Refer to the Managing your progression page for help in understanding your program structure, reviewing your progress and planning remaining courses.

WIL notes

- Considering work integrated learning (WIL) in your final year of study? Refer to School of Business and Creative Industries Work Integrated Learning (WIL) Program

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