

# Bachelor of Arts in International Studies/Bachelor of Communication in Advertising (221JA.1)

Please note these are the 2015 details for this course

## Domestic students

Selection rank	
Delivery mode	
Location	
Duration	4.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
UAC code	
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).
	<a href="#">View IELTS equivalences</a>

## International students

Academic entry requirements	To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic entry requirements, visit our academic entry requirements page.
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[View UC's academic entry requirements](#)

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**Delivery mode**

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**Location**

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**Duration** 4.0 years

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**Faculty** Faculty of Arts and Design

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**Discipline** School of Arts and Communications

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**CRICOS code** 077619F

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**English language requirements** An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

# About this course

This combined degree course enables students to follow an international career in the advertising or marketing communications industry, either working in Australia for an international organisation, or working internationally. The Communication in Advertising course provides students with a thorough understanding of the nature and functions of contemporary advertising and marketing communication which augments their global and intercultural studies. Practical workshops are an integral part of the course. Professional subjects are supported by the study of communication theory and research, and electives in the social sciences, humanities or business. The International Studies degree investigates the interplay of cultural, political and economic forces in the regional and global arena, and allows students to develop an understanding of intercultural communication. This is enhanced by foreign language study and a highly recommended international exchange semester. Students may choose to exit the degree after the equivalent of three years full-time study and take out the single BA International Studies degree. These students must consult their course convener during second year to ensure that they will be able to meet the course requirements.

## Professional accreditation

The Bachelor of Communication in Advertising is accredited with the International Advertising Association (IAA) and Media Federation of Australia (MFA).

# Admission requirements

Normal UC admission requirements to an undergraduate course.

## Additional admission requirements

Refer to individual courses.

## Assumed knowledge

Refer to individual courses.

## Periods course is open for new admissions

This course is not open for new admissions.

## Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current [course rules](#) and [university policy](#).

# Course requirements

## Bachelor of Arts in International Studies/Bachelor of Communication in Advertising (221JA) | 96 credit points

**Required - 81 credit points as follows**

[Expand All](#) | [Collapse All](#)

**International Studies - 42 credit points as follows**

**Minor in Human Rights and Social Justice (MN0132) | 12 credit points**

**Required - Must pass 12 credit points as follows**

[Global Peace and Conflict Studies \(8167\) | 3 credit points – Level 3](#)

[Global Social Movements \(8168\) | 3 credit points – Level 3](#)

[Global Ethical Challenges \(8510\) | 3 credit points – Level 2](#)

[International Human Rights \(8513\) | 3 credit points – Level 2](#)

**Major in International Studies (Restricted) (18cp) (MJ0240) | 18 credit points**

**Required - Must pass 12 credit points as follows**

Anarchy and Order in International Relations (8166) | 3 credit points – Level 2

Globalisation and Resistance (8169) | 3 credit points – Level 1

International History of the 20th Century (8511) | 3 credit points – Level 2

Cultures and Diversity (8671) | 3 credit points – Level 1

### **Restricted Choice - Must pass 6 credit points from the following**

Politics and Democracy (675) | 3 credit points – Level 1

Discourse and Culture (6696) | 3 credit points – Level 3

Global Challenges in Governance (7533) | 3 credit points – Level 2

Language, Cultures and Communication (7546) | 3 credit points – Level 3

Introduction to Politics and Government (8296) | 3 credit points – Level 1

Politics and Security in the Asia-Pacific (8297) | 3 credit points – Level 3

International Studies Internship (8512) | 3 credit points – Level 3

Language, Cultures and Communication (9485) | 3 credit points – Level 3

Discourse and Culture (9493) | 3 credit points – Level 3

### **Required Units - Must pass 12 credit points as follows**

International Studies Internship (8512) | 3 credit points – Level 3

Introduction to International Studies (8668) | 3 credit points – Level 1

Introduction to International Development (8669) | 3 credit points – Level 2

International Studies Field Research (8670) | 3 credit points – Level 3

### **Advertising - 39 credit points as follows**

#### **Major in Advertising (18cp) (MJ0227) | 18 credit points**

##### **Required - Must pass 9 credit points as follows**

Agency-Client Relationships (9018) | 3 credit points – Level 3

Brand Management (9118) | 3 credit points – Level 2

Media Analysis and Buying (9120) | 3 credit points – Level 3

##### **Restricted Choice - 9 credit points as follows**

###### **Part A - Must pass 3 credit points from the following**

Advertising Strategy Development (9117) | 3 credit points – Level 2

Advertising Strategy Development (9484) | 3 credit points – Level 2

### **Part B - Must pass 3 credit points from the following**

Copywriting and Creative Execution (9119) | 3 credit points – Level 1

Copywriting and Creative Execution (9491) | 3 credit points – Level 1

### **Part C - Must pass 3 credit points from the following**

Principles of Marketing Communication (9121) | 3 credit points – Level 1

Principles of Marketing Communication (9496) | 3 credit points – Level 1

## **Major in Communication Studies (MJ0216) | 18 credit points**

### **Restricted Choice - Must pass 18 credit points from the following**

Communication and Media Research (7003) | 3 credit points – Level 2

Risk, Crisis and Communication (7545) | 3 credit points – Level 3

Journalism and Political Process (8127) | 3 credit points – Level 2

Communication Technologies and Change (8131) | 3 credit points – Level 3

Communication Evolution (9020) | 3 credit points – Level 2

Digital Media Literacy (9022) | 3 credit points – Level 1

Introduction to Communication (9023) | 3 credit points – Level 1

Democracy and the Public Sphere (9310) | 3 credit points – Level 2

Law of Communication (9424) | 3 credit points – Level 2

### **Required Units - Must pass 3 credit points as follows**

Advertising Project (9488) | 3 credit points – Level 3

### **Open Electives - 15 credit points as follows**

- Internship: Students may wish to choose 9032 Communication Internship as one of their electives.
- Unit Levels: In selecting electives students should note that no more than 30 credit points at Level 1 is permitted for the entire course.

Note:

- Must pass 15 credit points from anywhere in the University, as a Minor and/or as individual units.

In addition to course requirements, in order to successfully complete your course you must meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

# Typical study pattern

UC - Canberra, Bruce

Standard Full Time, Semester 1 Commencing

## Year 1

### Semester 1

[Cultures and Diversity \(8671\)](#)

[Introduction to Communication \(9023\)](#)

[Introduction to International Studies \(8668\)](#)

[Principles of Marketing Communication \(9496\)](#)

### Semester 2

[Copywriting and Creative Execution \(9491\)](#)

[Digital Media Literacy \(9022\)](#)

[Globalisation and Resistance \(8169\)](#)

[International History of the 20th Century \(8511\)](#)

## Year 2

### Semester 1

[Brand Management \(9118\)](#)

Open Elective Unit

[Communication Evolution \(9020\)](#)

[Global Ethical Challenges \(8510\)](#)

### Semester 2

[Advertising Strategy Development \(9484\)](#)

[Anarchy and Order in International Relations \(8166\)](#)

[Law of Communication \(9424\)](#)

Open Elective Unit

## Year 3

### **Semester 1**

Communication and Media Research (7003)

Discourse and Culture (9493)

Introduction to International Development (8669)

Media Analysis and Buying (9120)

### **Semester 2**

Open Elective Unit

Communication Technologies and Change (8131)

MJ0240 Restricted Choice Unit

International Human Rights (8513)

### **Year 4**

#### **Semester 1**

Agency-Client Relationships (9018)

Open Elective Unit

Global Peace and Conflict Studies (8167)

International Studies Field Research (8670)

#### **Semester 2**

Advertising Project (9488)

Open Elective Unit

Global Social Movements (8168)

International Studies Internship (8512)

# Course information

## Course duration

Standard eight semesters full-time or equivalent. Maximum twenty semesters.

## Majors

- [Minor in Human Rights and Social Justice \(MN0132\)](#)
- [Major in Advertising \(18cp\) \(MJ0227\)](#)
- [Major in International Studies \(Restricted\) \(18cp\) \(MJ0240\)](#)
- [Major in Communication Studies \(MJ0216\)](#)

## Awards

Award	Official abbreviation
Bachelor of Arts in International Studies	BA IntISt
Bachelor of Communication in Advertising	BComm Advt

## Honours

Refer to individual courses.

## Enquiries

Student category	Contact details
Current and Commencing Students	Email: <a href="mailto:FAD.Student@canberra.edu.au">FAD.Student@canberra.edu.au</a> Ph: 1300 301 727
Prospective Students	Email: <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> Ph: 1800 UNI CAN (1800 864 226)

## Download your course guide





# Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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CRICOS 00212K

TEQSA Provider ID: PRV12003 (Australian University)

UC acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.