

# Bachelor of Arts in International Studies/Bachelor of Communication in Advertising (221JA.2)

Please note these are the 2016 details for this course

## Domestic students

<b>Selection rank</b>	68.00
	<b>Note:</b>
	The selection rank is the minimum ATAR plus adjustment factors required for admission to the program in the previous year. This is an indicative guide only as ranks change each year depending on demand.

<b>Delivery mode</b>	On campus
----------------------	-----------

**Location**

<b>Duration</b>	4.0 years
-----------------	-----------

<b>Faculty</b>	Faculty of Arts and Design
----------------	----------------------------

<b>Discipline</b>	School of Arts and Communications
-------------------	-----------------------------------

**UAC code**

<b>English language requirements</b>	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).
--------------------------------------	---

[View IELTS equivalences](#)

## International students

---

<b>Academic entry requirements</b>	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 <a href="#">academic entry requirements page</a> .  <a href="#">View UC's academic entry requirements</a>
<b>Delivery mode</b>	On campus
<b>Location</b>	
<b>Duration</b>	4.0 years
<b>Faculty</b>	Faculty of Arts and Design
<b>Discipline</b>	School of Arts and Communications
<b>CRICOS code</b>	077619F
<b>English language requirements</b>	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).  <a href="#">View IELTS equivalences</a>

---

# About this course

## Double degree: Sell your concepts on a world stage

Do you want to develop unique and innovative concepts to sell client products and services at an international level?

Our double degree in communications in advertising and international studies gives you the edge to meet the challenges of rapidly evolving marketing and communications industries.

## Combine a Bachelor of Arts in International Studies with a Bachelor of Communications in Advertising at UC to:

- understand intercultural issues and socio-economic changes in the world
- investigate cultural, political and economic forces in the global arena
- manage strategic brands, media and client relationships
- acquire essential skills for working domestically and internationally

- expand your advertising knowledge in an era of digital communication.

## Study opportunities

- Our Communication Internship program gives valuable industry experience and a chance to establish professional connections.
- Boost your CV with a double degree.

## Career opportunities

- Graduates who combine their degrees are highly sought after by advertising agencies, public and private enterprises, government agencies and not-for-profit organisations.

With a strong grasp of intercultural and international issues in your profession, the double degree will give you international access to a combination of top-level jobs such as:

- advertising account executive
- advertising/marketing analyst
- brand/product manager
- communication strategist/planner
- copywriter
- direct marketing coordinator
- fundraising officer
- media planner
- marketing communication coordinator
- marketing/media analyst
- promotion coordinator
- social media coordinator
- sponsorship coordinator
- sales coordinator.

## Other opportunities

You can [apply for this degree with a portfolio and brief interviews](#) with our friendly team of academics.

UC also has an exciting [International Student Exchange program](#). You can travel for short courses or six-month exchanges to universities throughout Europe, South America and Asia.

## 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 - 75 credit points as follows**

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

**International Studies - 36 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 6 credit points as follows**

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

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

### **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 - 21 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 21 credit points from anywhere in the University, as a major, a minor and/or 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

Open Elective Unit

Brand Management (9118)

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)

Introduction to International Development (8669)

[Media Analysis and Buying \(9120\)](#)

MJ0240 Restricted Choice Unit

**Semester 2**

Open Elective Unit

[Communication Technologies and Change \(8131\)](#)

[International Human Rights \(8513\)](#)

MJ0240 Restricted Choice Unit

**Year 4**

**Semester 1**

[Global Peace and Conflict Studies \(8167\)](#)

Two Open Elective Units

[Agency-Client Relationships \(9018\)](#)

**Semester 2**

[Advertising Project \(9488\)](#)

Open Elective Unit OR 9032 Communication Internship

Open Elective Unit

[Global Social Movements \(8168\)](#)

# Course information

## Course duration

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

## Learning outcomes

Learning outcomes	Related graduate attributes
The course equips students with skills needed for generation of creative ideas and problem solving. The course provides internship and field research units which aims to develop skills needed in workplaces.	Communication: ability present knowledge, ideas and opinions effectively and communicate within and across professional and cultural boundaries.  Working independently and with others: ability to plan own work, be self-directed, use interpersonal skills and



	<p>attitude to work collectively.</p> <p>Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way.</p> <p>Problem solving: ability to apply problem-solving processes in novel situations identify, analyse problems then formulate, implement solutions.</p>
--	--

To provide professional subjects which are supported by broad-based foundation units to inform communication theory within the context of society and consumerism.

- Apply concepts, principles and professional methodologies to professional communication tasks.

Understand the social and professional influence of advertising and marketing communications and their role in ethical practice.

<p>The course gives students an opportunity to attain interdisciplinary understanding of global issues. It helps them understand the connection between geography, history, politics and cultures of global communities.</p>	<p>Problem solving: ability to apply problem-solving processes in novel situations identify, analyse problems then formulate, implement solutions.</p> <p>Analysis and inquiry: ability to gather information, analyse and</p> <p>evaluate information and situations in a systematic, creative and insightful way.</p>
--	---

The course introduces students to a range of academic fields and approaches its themes and topics from a variety of multi-disciplinary perspectives, and improves their ability to engage in critical analysis of knowledge and practices.

Communication: ability present knowledge, ideas and opinions effectively and communicate within and across professional and cultural boundaries.

Working independently and with others: ability to plan own work, be self-directed, use interpersonal skills and attitude to work collectively.

Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way.

Problem solving: ability to apply problem-solving processes in novel situations identify, analyse problems then formulate, implement solutions.

To provide practical workshops which are integral to the course supported by internships to improve professional skills.

- Identify problems and analyse the main features of problems relevant to their professional field;
- Demonstrate entrepreneurial skills including creativity, initiative, adaptability, leadership, resourcefulness;
- Create and present new ideas;
- Express knowledge, ideas and opinions in their professional field, both orally and in written form, with confidence and clarity;
- Working independently and with others;
- Work with others as part of a group;
- Work sensitively and co-operatively with diverse stakeholders.

The course develops students' ability to understand and analyse current world events, by contextualising and communicating them in relation to relevant global developments and processes.

Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way.

Problem solving: ability to apply problem-solving processes in novel situations identify, analyse problems then formulate, implement solutions.

Students will have the analytical skills required to understand and evaluate the global socio-economic impact on cultures and communities.

Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way.

Problem solving: ability to apply problem-solving processes in novel situations identify, analyse problems then formulate, implement solutions.

	Professionalism and social responsibility: capacity and intention to use professional knowledge and skills ethically and responsibly, for the benefits of others and the environment.
--	---

To provide students with a thorough understanding of the nature and functions of contemporary advertising and marketing communications.

- Communicate and present arguments and ideas effectively;

- Select and use appropriate information and communication technology for analysis and enquiry.

To provide electives in social science, humanities, business or creative arts.	Comprehend socio-economic, cultural, political, ethical and legal contexts in which they will practise their specialisation.
--	--

## Majors

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

## Awards

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

## Honours

Refer to individual courses.

## Enquiries

Student category	Contact details
Prospective Domestic Students	Email <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> or Phone 1800 UNI CAN (1800 864 226)

Prospective International Students

Email [international@canberra.edu.au](mailto:international@canberra.edu.au) or Phone +61 2 6201 5342

Current and Commencing Students

Email [FAD.Student@canberra.edu.au](mailto:FAD.Student@canberra.edu.au) or Phone 1300 301 727

## Download your course guide



# Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

Printed on 17, May, 2025

University of Canberra, Bruce ACT 2617 Australia

+61 2 6201 5111

ABN 81 633 873 422

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.