

# Bachelor of Communication in Advertising/Bachelor of Laws (225JA.2)

Please note these are the 2017 details for this course

## Domestic students

### Selection rank

### English language requirements

There are non-standard English language requirements for this course. To be eligible you must have an academic IELTS or equivalent of 6.5, with no band score below 6.0. Students who have undertaken all of their education in an English speaking country (as defined on UC website) are deemed to have met our English language proficiency requirements.

[View IELTS equivalences](#)

**Duration** 5.0 years

### UAC code

**Faculty** Faculty of Business, Government & Law

**Discipline** Discipline of Communication and Media  
Canberra Law School

### Location

### Fees

Per Unit

Per Annum

Full Course

## International students

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**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.

[View UC's academic entry requirements](#)

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[View IELTS equivalences](#)

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**CRICOS code** 077623K

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**Faculty** Faculty of Business, Government & Law

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**Duration** 5.0 years

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Per Unit	Per Annum	Full Course
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## About this course

This five year course prepares students for a career in advertising and marketing communication with legal responsibilities or as a law professional with marketing communication expertise. It provides outstanding employment opportunities. The Advertising major combines a sound theoretical grounding in communication and media studies and research with a focused education in the theories, issues and skills pertaining to the advertising and marketing communication industry. Practical workshops are an integral part of the course. The law majors, minors and practice units lead to a fully accredited Law degree that is the basis for admission to practice law in Australia. The focus is on corporate and commercial law, with minors in other areas to cater for student preferences. Students have the opportunity to be involved in UC's National Centre for Corporate Law, the national Institute of Governance and e-Justice and Court of the Future Networks. There are also possibilities of law internships and international study through linkages with law firms, governments and overseas universities.

## Professional accreditation

This program is recognised by the Supreme Court of the Australian Capital Territory and the State of New South Wales. Through mutual recognition, UC's degree may serve as the basis for admission in all Australian jurisdictions.

Through a program offered in conjunction with the College of Law, students may (in their final year of the Bachelor of Laws at UC) begin their Graduate Diploma in Legal Practice course that qualifies for them for admission. Arrangements exist for students to articulate into programs leading to admission in the UK and the United States.

# Admission requirements

Attainment of the published ATAR or its equivalent. Note students who fail to make the initial ATAR entrance score may undertake another UC course and enrol in the Law Foundation Major. Upon achieving a credit average in their first year of study students may seek transfer into the formal Law program.

## 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 Communication in Advertising/Bachelor of Laws (225JA) | 120 credit points**

**Required - 84 credit points as follows**

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

**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 (9116) | 3 credit points – Level 3

#### **Law - Must pass 45 credit points as follows**

## Major in Legal Practice (Restricted) (MJ0083) | 24 credit points

### Required - Must pass 21 credit points as follows

- Administrative Law (7018) | 3 credit points – Level 3
- Equity Law (7029) | 3 credit points – Level 3
- Evidence Law (7030) | 3 credit points – Level 3
- Lawyers and Professional Responsibility (7043) | 3 credit points – Level 3
- Legal Theory (7046) | 3 credit points – Level 3
- Litigation and Dispute Processing (7047) | 3 credit points – Level 4
- Property Law (7050) | 3 credit points – Level 2

### Restricted Choice - Must pass 3 credit points from the following

- Advanced Legal Research and Writing (7019) | 3 credit points – Level 4
- Advanced Legal Research and Writing (Honours) (8358) | 3 credit points – Level 4

## Major in Law Foundation (MJ0082) | 21 credit points

### Required - Must pass 21 credit points as follows

- Contract Law (6594) | 3 credit points – Level 1
- Legal Methods and Skills (6601) | 3 credit points – Level 1
- Legal Systems (6602) | 3 credit points – Level 1
- Constitutional Law (7022) | 3 credit points – Level 3
- Corporations Law (7024) | 3 credit points – Level 3
- Criminal Law and Procedure (7025) | 3 credit points – Level 3
- Law of Obligations (7042) | 3 credit points – Level 2

### Restricted Choice - Must pass 27 credit points from the following

#### Law Electives (LAWELECTS) | credit points

### Restricted Choice - May select from

- Competition and Consumer Law (6593) | 3 credit points – Level 3
- Cybercrime (7026) | 3 credit points – Level 2
- Employment Discrimination and the Law (7027) | 3 credit points – Level 3
- Family Law (7031) | 3 credit points – Level 3

Human Rights Law (7033) | 3 credit points – Level 3

Intellectual Property Law (7035) | 3 credit points – Level 3

Introduction to Taxation Law (7037) | 3 credit points – Level 1

International Trade Law (7038) | 3 credit points – Level 2

Legal Research Project (7045) | 3 credit points – Level 3

Public Companies Law (7051) | 3 credit points – Level 3

Student Law Internship (7053) | 3 credit points – Level 2

Client Advocacy and Communication Skills (7570) | 3 credit points – Level 4

Current Legal Issues (7870) | 3 credit points – Level 4

Employment Law (7906) | 3 credit points – Level 2

Environmental and Planning Law (7907) | 3 credit points – Level 2

Therapeutic Jurisprudence (7917) | 3 credit points – Level 3

Mental Health and the Law (8055) | 3 credit points – Level 2

International Law (8062) | 3 credit points – Level 3

Indigenous Australians and the Law (8245) | 3 credit points – Level 3

Justice Policy and Community Engagement (8359) | 3 credit points – Level 3

Young People and Crime (8507) | 3 credit points – Level 2

Women and the Law (8523) | 3 credit points – Level 2

Canberra Law Review (8672) | 3 credit points – Level 3

Comparative Law (8673) | 3 credit points – Level 3

International Commercial Arbitration (8683) | 3 credit points – Level 3

Mooting (8685) | 3 credit points – Level 4

Law in Action Project (8749) | 3 credit points – Level 4

Legal Advice Clinic (8892) | 3 credit points – Level 4

International Sale of Goods Law (8894) | 3 credit points – Level 3

Criminology (9177) | 3 credit points – Level 3

Privacy, Confidentiality and Access Law (9275) | 3 credit points – Level 3

Alternative Dispute Resolution in Law (9422) | 3 credit points – Level 2

Sentencing and Corrections (9803) | 3 credit points – Level 3

Law Honours (6cp) (9804) | 6 credit points – Level 4

Note:

- Honours: Eligible students will enrol in 9804 Law Honours (6cp) in place of two Law Electives in their last year.

**Open Electives - Must pass 9 credit points from the following**

- - 9cp open electives from any part of the University.

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

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

[Legal Methods and Skills \(6601\)](#)

[Legal Systems \(6602\)](#)

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

### Semester 2

[Contract Law \(6594\)](#)

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

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

[Law of Obligations \(7042\)](#)

## Year 2

### Semester 1

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

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

[Communication and Media Research \(7003\)](#)

[Corporations Law \(7024\)](#)

### Semester 2

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

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

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

[Property Law \(7050\)](#)

## Year 3

**Semester 1**

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

Open Elective Unit

[Constitutional Law \(7022\)](#)

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

**Semester 2**

Open Elective Unit

[Advertising Project \(9116\)](#)

[Legal Theory \(7046\)](#)

Open Elective or Communication Internship

**Year 4****Semester 1**

Two Law Electives

[Criminal Law and Procedure \(7025\)](#)

[Equity Law \(7029\)](#)

**Semester 2**

Two Law Electives

[Administrative Law \(7018\)](#)

[Evidence Law \(7030\)](#)

**Year 5****Semester 1**

7019 Advanced Legal Research and Writing OR 8358 Advanced Legal Research and Writing (Honours)

[Litigation and Dispute Processing \(7047\)](#)

MJ0083 Restricted Choice Unit

Two Law Electives

**Semester 2**

Three Law Electives

[Lawyers and Professional Responsibility \(7043\)](#)



# Course information

## Course duration

Standard ten semesters full-time or equivalent. Maximum twenty-four semesters.

## Learning outcomes

Learning outcomes	Related graduate attributes
1. To provide students with a thorough understanding of the nature and functions of contemporary advertising and marketing communications	<ul style="list-style-type: none"><li>- Communicate and present arguments and ideas effectively</li><li>- Select and use appropriate information and communication technology for analysis and enquiry</li></ul>
2. To provide practical workshops which are integral to the course supported by internships to improve professional skills	<ul style="list-style-type: none"><li>- Identify problems and analyse the main features of problems relevant to their professional field</li><li>- Demonstrate entrepreneurial skills including creativity, initiative, adaptability, leadership, resourcefulness</li><li>- Create and present new ideas</li><li>- Express knowledge, ideas and opinions in their professional field, both orally and in written form, with confidence and clarity</li><li>- Working independently and with others</li><li>- Work with others as part of a group</li><li>- Work sensitively and co-operatively with diverse stakeholders</li></ul>

<p>3. To provide electives in social science, humanities, business or creative arts</p>	<p>Comprehend socio-economic, cultural, political, ethical and legal contexts in which they will practice their specialisation.</p>
<p>4. To provide professional subjects which are supported by broad-based foundation units to inform communication theory within the context of society and consumerism</p>	<p>- Apply concepts, principles and professional methodologies to professional communication tasks.</p> <p>- Understand the social and professional influence of advertising and marketing communications and their role in ethical practice</p>
<p>5. Graduates will have a broad and coherent theoretical and technical knowledge of the discipline of law, suitable for entering the legal profession or undertaking other careers involving legal work. The course will provide students with a program of study and learning to satisfy the academic requirements for admission to legal practice.</p>	<p>Communication, Analysis and inquiry, problem solving, working independently and with others, professionalism</p>
<p>6. Students will also undertake an in depth study of selected areas of law, including the Priestly 11 units, and in chosen law electives, with an emphasis on commercial law and/or justice studies.</p>	<p>Communication, Analysis and inquiry, problem solving, working independently and with others, professionalism</p>
<p>7. In addition to the above, students graduating with Honours will have developed the ability to independently identify and provide solutions to complex legal problems.</p>	<p>Communication, Analysis and inquiry, problem solving, working independently and with others, professionalism</p>

## Majors

- [Major in Communication Studies \(MJ0216\)](#)
- [Major in Advertising \(18cp\) \(MJ0227\)](#)
- [Major in Law Foundation \(MJ0082\)](#)
- [Major in Legal Practice \(Restricted\) \(MJ0083\)](#)

## Awards

Award	Official abbreviation
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Bachelor of Laws	LLB
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Bachelor of Communication in Advertising

BComm Advt

## Honours

The degree of Bachelor of Laws may be awarded with first or second class honours. Requirements are specified in the Determination of Course Particulars for the Bachelor of Laws.

(i) To be eligible to undertake studies at honours level, a student must achieve at least a credit average in all law units undertaken at the University of Canberra, this being determined by averaging their scores in all eligible subjects.

Eligible Units: Eligible Units are those which count towards the Entry GPA and Honours GPA. Eligible Units are:

- Any Law unit done which counts towards your LLB (i.e., not the subjects going only towards the non-law degree if you are enrolled in a double degree. If you are enrolled in a straight LLB, your open electives are not counted).
- This includes Units for which you receive Advanced Standing, whether done at UC or elsewhere.
- Where you have done extra subjects which may count, e.g. more than the required amount of law electives, your best results will be counted.

(ii) Law Honours has 12 credit points of research-related units. These are made up of:

- Legal Methods and Skills (3cp)
- Advanced Legal Research and Writing (Honours) (3cp)
- Law Honours (6cp)

(iii) The degree of Bachelor of Laws may be awarded with first or second class honours. Following submission of an Honours thesis as part of the unit Law Honours, students must show a Good performance by receiving a minimum of a Credit in the 6 credit point restricted choice unit Law Honours.

Calculating the final class of honours:

Law degrees with Honours are awarded in the following classes depending on the Honours GPA obtained and the standard of the Honours Thesis.

First Class: Showing an exceptional performance by both an Honours GPA of at least 6 and a mark of 80 and above in the honours component of your assessment

Second Class - Division I: Showing a Very Good performance by both an Honours GPA of at least 5.5 and a mark of 73 and above in the honours component of your assessment

Second Class - Division II: Showing a Good performance by both an Honours GPA of at least 5 and a mark of 65 and above in the Honours component of your assessment

Calculating the Honours GPA

GPA's are calculated by using the University's system. The Unit Law Honours will be weighted as 30% for the purposes of calculating the Honours GPA. Units used in the Honours GPA are as described in 'Eligible units' above for entry to the Honours component of the course.

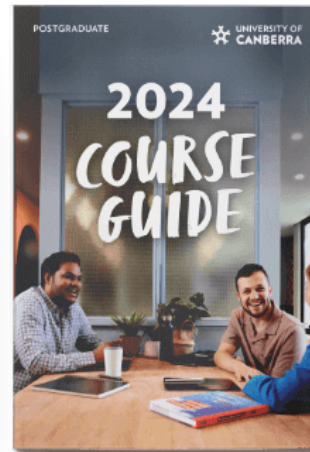
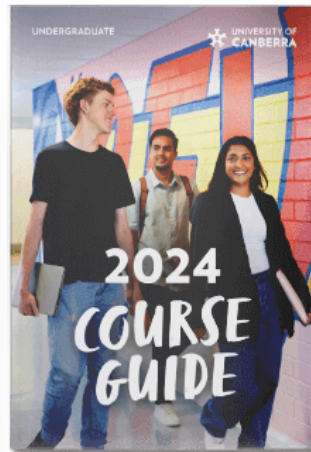
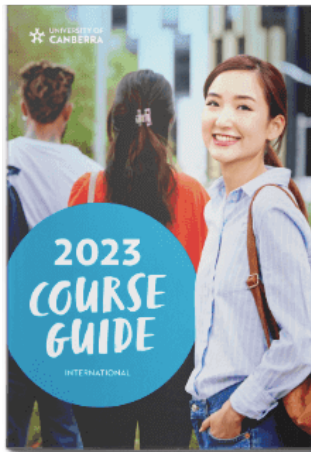
Note that marks are not automatically rounded up for purposes of Honours. Thus 4.99 does not become 5.00. Where your final mark is within two marks of the next level of honours, or of achieving honours at all (e.g. a 4.8 is rounded up to 5.0), you can apply in writing to have your honours result upgraded. This will be determined by the Law Program Manager and the Law Honours Unit Convener, taking into account your academic record and any mitigating circumstances which may have affected your academic performance.

High achieving students may also be eligible for enrolment in the Bachelor of Arts (Honours) course.

## 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
Current and Commencing Students	In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email <a href="mailto:bglstudent@canberra.edu.au">bglstudent@canberra.edu.au</a>
Prospective International Students	In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email <a href="mailto:bglstudent@canberra.edu.au">bglstudent@canberra.edu.au</a>

## Download your course guide



# Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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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.