

Bachelor of Commerce/Bachelor of Communication in Media and Public Affairs (234JA.2)

Please note these are the 2018 details for this course

Domestic students

Selection rank

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

[View IELTS equivalences](#)

Duration 4.0 years

UAC code 361466

Faculty Faculty of Business, Government & Law

Discipline School of Arts and Communications
Canberra Business School

Location UC - Canberra, Bruce

Fees 

Per Unit

Per Annum

Full Course

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](#).

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

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

[View IELTS equivalences](#)

CRICOS code 077610D

Faculty Faculty of Business, Government & Law

Discipline School of Arts and Communications
Canberra Business School

Location UC - Canberra, Bruce

Duration 4.0 years

Fees 

Per Unit

Per Annum

Full Course

About this course

Facilitate a calculated career in media and public affairs

Gain the skills to access your ultimate professional community and learn how to solve problems within a multi-disciplinary business environment, with a Double Degree that encompasses the fields of both commerce and media and public affairs.

Learn how to master a range of media research methodologies, take an in-depth exploration into the world of global public communications (within the heart of Australia's political landscape, no less), and gain the high-level oral and written communication skills you'll need to work in a range of contemporary media environments.

Elective commerce Majors include Accounting, Banking, Economics and Business Administration, with some streams also accredited by CPA Australia and the CAANZ. Can it get any better? Yes! You'll also have the opportunity to take up an internship within a range of media-savvy institutions and work your way towards an Honours Degree. Winning!

Combine a Bachelor of Commerce / Bachelor of Communication in Media and Public Affairs at UC and you will:

- acquire an in-depth disciplinary knowledge of media theory and practices and a cohesive set of cognitive, technical and strategic skills in media and public affairs and in a range of specialised commerce areas
- have a broad understanding of concepts which are fundamental to commerce, including statistics, commercial law, information systems, management and the interrelationships between government and business
- gain the technical and generic skills required to master a range of communication skills and media research methodologies
- acquire the communication skills needed to present a clear, coherent and independent exposition of knowledge and ideas to a variety of stakeholders using technical and non-technical language.

Work-integrated learning

In this course, you can undertake a workplace internship as part of the Faculty of Business, Government & Law's commitment to supporting work integrated learning, which will enhance your employability and ensure you're armed with the right mix of skills and knowledge to take a super-confident leap into your future career.

Career opportunities

Opportunities exist for Bachelor of Commerce / Bachelor of Communication in Media and Public Affairs graduates, in a range of sectors including in:

- Public Relations
- Communication Policy
- Management
- Administration
- Arts and Culture
- Media
- Accounting
- Banking and Financial Services
- Business Administration
- Economics
- Financial Planning

Course specific information

Applicants must meet normal university requirements for admission to an undergraduate degree course.

Professional accreditation

For the Bachelor of Commerce: This course is accredited by CPA Australia and the Chartered Accountants Australia and New Zealand (CAANZ). The Financial Planning major is accredited by the Financial Planning Association of Australia (FPA).

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](#). Credit is not permitted towards completion of a graduate certificate.

Course requirements

Bachelor of Commerce/Bachelor of Communication in Media and Public Affairs (234JA) | 96 credit points

Required - 72 credit points as follows

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

Commerce - 30 credit points as follows

Minor in Business Foundation (MN0145) | 12 credit points

Restricted Choice - 12 credit points as follows

Part A - Must pass 3 credit points from the following

[Introduction to Management \(4207\) | 3 credit points – Level 1](#)

[Principles of Management \(9525\) | 3 credit points – Level 2](#)

Part B - Must pass 3 credit points from the following

[Accounting for Managers \(5617\) | 3 credit points – Level 1](#)

[Foundations of Financial Accounting \(9516\) | 3 credit points – Level 1](#)

[Business Decision Making \(11009\) | 3 credit points – Level 1](#)

Note:

- From Semester 1 2018 unit 5617 Accounting for Managers is no longer offered. Students complete unit 11009 Business Decision Making instead.

Part C - Must pass 3 credit points from the following

[Introduction to Economics \(6355\) | 3 credit points – Level 1](#)

[Foundations of Microeconomics \(9518\) | 3 credit points – Level 1](#)

Part D - Must pass 3 credit points from the following

[Introduction to Marketing \(6357\) | 3 credit points – Level 1](#)

[Foundations of Marketing \(9521\) | 3 credit points – Level 1](#)

Note:

- From Semester 1 2018 students not completing the major in Marketing, Marketing Management or Business Administration, may choose to complete an Open Elective unit in lieu of 6357 Intro to Marketing.

Note:

- Commerce students seeking accreditation by professional Accounting bodies or the Financial Planning Assoc must pass Intro to Economics & (Accounting for Managers or Business Decision Making).

Minor in Business & Government Foundation (ISA) (MN0204) | 12 credit points

Required - Must pass 3 credit points as follows

[Business Statistics \(5123\) | 3 credit points – Level 1](#)

Note:

- Students enrolled in the Bachelor of Commerce at Bruce campus not undertaking an Accounting, Banking & Finance or Financial Planning major can substitute 5123 with 9522 Business Research Methods.

Restricted Choice - 9 credit points as follows

Part C - Must pass 3 credit points from the following

Sociology of Technology and Work (7087) | 3 credit points – Level 2

Climate Change and Sustainable Business Futures (9469) | 3 credit points – Level 2

Management Communication (9527) | 3 credit points – Level 2

Accounting Internship (9596) | 3 credit points – Level 3

Banking and Finance Internship (9597) | 3 credit points – Level 3

Part A - Must pass 3 credit points from the following

Government-Business Relations (6606) | 3 credit points – Level 1

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

Note:

- From 2018 students at Bruce campus should take 8296 Introduction to Politics & Government instead of 6606. Students already required to take 8296 in their course may select an Open Elective instead.

Part B - Must pass 3 credit points from the following

Foundations of Professional Planning (9799) | 3 credit points – Level 1

Professional Orientation (Commerce) (11010) | 3 credit points – Level 1

Professional Orientation (Business) (11011) | 3 credit points – Level 1

Note:

- From 2018 students at Bruce campus can elect to complete 11010 Professional Orientation (Commerce) or 11011 Professional Orientation (Business), depending on their choice of major, in lieu of 9799.
- Students taking an Accounting, Banking and Financial Services or Financial Planning major should choose 11010 Professional Orientation (Commerce).
- Students taking an Economics, Public Sector Mgt, HRM, International Business, Marketing, Business Admin or Event & Tourism Mgt major should choose 11011 Professional Orientation (Business).

Required Units - Must pass 6 credit points as follows

Introduction to Business Law (4977) | 3 credit points – Level 1

Information Systems in Organisations (6348) | 3 credit points – Level 1

Business Law (11220) | 3 credit points – Level 2

- 1. From Semester 1 2018 unit 11220 Business Law replaces 4977 Introduction to Business Law.
- 2. Students not undertaking an Accounting, Banking & Finance or Financial Planning major may choose to

complete an Open Elective unit in lieu of 11220 Business Law.

- 3. From Semester 1 2018 students may choose to complete an Open Elective unit in lieu of 6348 Information Systems in Organisations.

Media and Public Affairs - 42 credit points as follows

Major in Media and Public Affairs (MJ0218) | 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

Elections, Campaigns and Lobbying (8125) | 3 credit points – Level 3

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

Introduction to Political Communication (9024) | 3 credit points – Level 1

Media, Technology and Society (9027) | 3 credit points – Level 1

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

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 6 credit points as follows

Media and Public Affairs Project (9031) | 3 credit points – Level 3

Industry & Community Engagement (Internships) (10115) | 3 credit points – Level 3

Restricted Choice - 24 credit points as follows

Commerce - Must select 1 of the following

Major in Banking & Financial Services (Restricted) (MJ0012) | 24 credit points

Required - Must pass 24 credit points as follows

- Investments (6378) | 3 credit points – Level 2
- Financial Institutions and Markets (6386) | 3 credit points – Level 2
- Business Finance (6392) | 3 credit points – Level 2
- Credit and Lending Decisions (6402) | 3 credit points – Level 3
- International Financial Management (6409) | 3 credit points – Level 3
- Managing Financial Services Firms (6412) | 3 credit points – Level 3
- Law of Financial Institutions and Services (7041) | 3 credit points – Level 2
- Strategic Management (7371) | 3 credit points – Level 3

Major in Financial Planning (Restricted) (MJ0041) | 24 credit points

Required - Must pass 15 credit points as follows

- Investments (6378) | 3 credit points – Level 2
- Financial Institutions and Markets (6386) | 3 credit points – Level 2
- Business Finance (6392) | 3 credit points – Level 2
- Revenue Law (6417) | 3 credit points – Level 3
- Strategic Management (7371) | 3 credit points – Level 3

Restricted Choice - 9 credit points as follows

Part A - Must pass 3 credit points from the following

- Financial Plans & Risk Management (9986) | 3 credit points – Level 3

Part B - Must pass 3 credit points from the following

- Introduction to Personal Financial Planning (9987) | 3 credit points – Level 2

Part C - Must pass 3 credit points from the following

- Superannuation, Retirement and Estate Planning (9988) | 3 credit points – Level 2

Major in Event and Tourism Management (MJ0248) | 24 credit points

Required - Must pass 24 credit points as follows

Event Management (7016) | 3 credit points – Level 3

Service Industry Project Scheme (7144) | 3 credit points – Level 3

Contemporary Issues in Tourism and Events (7923) | 3 credit points – Level 3

Event Development (7924) | 3 credit points – Level 2

Tourism and the World Economy (8052) | 3 credit points – Level 2

Tourism Policy (8053) | 3 credit points – Level 3

Tourism and Communication (8731) | 3 credit points – Level 2

Introduction to Events and Tourism (9470) | 3 credit points – Level 1

Major in Accounting (Restricted) (24cp) (MJ0191) | 24 credit points

Required - Must pass 24 credit points as follows

Accounting Systems and Practices (6360) | 3 credit points – Level 2

Management Accounting (6375) | 3 credit points – Level 2

Company Accounting (6391) | 3 credit points – Level 2

Business Finance (6392) | 3 credit points – Level 2

Advanced Management Accounting (6395) | 3 credit points – Level 3

Auditing (6398) | 3 credit points – Level 3

Contemporary Issues in Accounting (6399) | 3 credit points – Level 3

Law of Business Associations (8508) | 3 credit points – Level 2

Major in Economics (Restricted) (MJ0037) | 24 credit points

Required - Must pass 15 credit points as follows

Environmental and Resource Economics (6405) | 3 credit points – Level 3

International Economics (6408) | 3 credit points – Level 3

Economic Development (9544) | 3 credit points – Level 3

Behavioural Economics (10084) | 3 credit points – Level 3

Contemporary Issues in Economics (10085) | 3 credit points – Level 3

Part A - Must pass 3 credit points from the following

Foundations of Macroeconomics (9519) | 3 credit points – Level 1

Money, Employment and Growth (10083) | 3 credit points – Level 1

Part B - Must pass 3 credit points from the following

Intermediate Microeconomics (6382) | 3 credit points – Level 2

Intermediate Microeconomics (9538) | 3 credit points – Level 2

Part C - Must pass 3 credit points from the following

Intermediate Macroeconomics (6383) | 3 credit points – Level 2

Intermediate Macroeconomics (9539) | 3 credit points – Level 2

Major in Human Resource Management (Restricted) (MJ0052) | 24 credit points

Required - Must pass 18 credit points as follows

Managing Pay and Performance (6370) | 3 credit points – Level 2

Industrial Relations (6384) | 3 credit points – Level 2

Developing Human Resources (6403) | 3 credit points – Level 3

Strategic Management (7371) | 3 credit points – Level 3

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

Workforce Planning (7998) | 3 credit points – Level 3

Restricted Choice - 6 credit points as follows

Part A - Must pass 3 credit points from the following

Organisational Behaviour (7878) | 3 credit points – Level 2

Principles of Organisational Behaviour (9526) | 3 credit points – Level 2

Part B - Must pass 3 credit points from the following

Managing Human Resources (6354) | 3 credit points – Level 2

Principles of HRM (9529) | 3 credit points – Level 2

Major in International Business (Restricted) (MJ0067) | 24 credit points

Required - Must pass 12 credit points as follows

Project Evaluation and Management (6353) | 3 credit points – Level 3

Introduction to International Business (6356) | 3 credit points – Level 1

Global e-Business (6363) | 3 credit points – Level 2

Asia Pacific Business (6393) | 3 credit points – Level 2

Restricted Choice - Must pass 12 credit points from the following

- Entrepreneurship (6349) | 3 credit points – Level 2
- Internet Marketing (6379) | 3 credit points – Level 2
- International Marketing (6380) | 3 credit points – Level 2
- International Financial Management (6409) | 3 credit points – Level 3
- Managing Financial Services Firms (6412) | 3 credit points – Level 3
- International Exchange (9cp) (6844) | 9 credit points – Level 3
- International Exchange (12cp) (6845) | 12 credit points – Level 3
- International Exchange (3cp) (7643) | 3 credit points – Level 3
- International Exchange (6cp) (7645) | 6 credit points – Level 3

Major in Public Sector Management (MJ0190) | 24 credit points

Required - Must pass 18 credit points as follows

- Project Evaluation and Management (6353) | 3 credit points – Level 3
- Managing Human Resources (6354) | 3 credit points – Level 2
- Leadership, Innovation and Change (7075) | 3 credit points – Level 2
- Organisational Performance (7079) | 3 credit points – Level 2
- Global Challenges in Governance (7533) | 3 credit points – Level 2
- Organisational Behaviour (7878) | 3 credit points – Level 2

Restricted Choice - Must pass 6 credit points from the following

- Public Sector Management (7083) | 3 credit points – Level 2
- Public Policy in Theory and Practice (8785) | 3 credit points – Level 3
- Public Administration (9552) | 3 credit points – Level 2
- Ethics and Public Policy (9555) | 3 credit points – Level 3

Major in Marketing Management (Restricted) (MJ0088) | 24 credit points

Required - Must pass 24 credit points as follows

- Services Marketing (6366) | 3 credit points – Level 2
- Marketing Management and Planning (6371) | 3 credit points – Level 2
- Marketing Research Methods (6372) | 3 credit points – Level 2
- Internet Marketing (6379) | 3 credit points – Level 2

International Marketing (6380) | 3 credit points – Level 2

Consumer Behaviour (6390) | 3 credit points – Level 2

Marketing Research Project (6413) | 3 credit points – Level 3

Strategic Management (7371) | 3 credit points – Level 3

Major in Business Administration (MJ0135) | 24 credit points

Required - Must pass 6 credit points as follows

Introduction to International Business (6356) | 3 credit points – Level 1

Business Ethics (6397) | 3 credit points – Level 3

Restricted Choice - 18 credit points as follows

Part A - Must pass 3 credit points from the following

Entrepreneurship (6349) | 3 credit points – Level 2

Small Business Management (9531) | 3 credit points – Level 2

Part B - Must pass 3 credit points from the following

Managing Human Resources (6354) | 3 credit points – Level 2

Principles of HRM (9529) | 3 credit points – Level 2

Part C - Must pass 3 credit points from the following

Services Marketing (6366) | 3 credit points – Level 2

Marketing and Promotion (9532) | 3 credit points – Level 3

Part D - Must pass 3 credit points from the following

Leadership, Innovation and Change (7075) | 3 credit points – Level 2

Management Leadership (9533) | 3 credit points – Level 3

Part E - Must pass 3 credit points from the following

Strategic Management (7371) | 3 credit points – Level 3

Advanced Management (9537) | 3 credit points – Level 3

Part F - Must pass 3 credit points from the following

Organisational Behaviour (7878) | 3 credit points – Level 2

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

[Foundations of Professional Planning \(9799\)](#)

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

[Introduction to Economics \(6355\)](#)

[Introduction to Political Communication \(9024\)](#)

Semester 2

[Business Statistics \(5123\)](#)

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

[Government-Business Relations \(6606\)](#)

[Media, Technology and Society \(9027\)](#)

Year 2

Semester 1

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

Minor in Business & Government Foundation (ISA) Restricted Choice Part C Unit

[Accounting for Managers \(5617\)](#)

[Democracy and the Public Sphere \(9310\)](#)

Minor in Business & Government Foundation (ISA) Restricted Choice Unit

Semester 2

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

Introduction to Management (4207)

Introduction to Marketing (6357)

Journalism and Political Process (8127)

Year 3

Semester 1

Two Commerce Major Units

Communication and Media Research (7003)

Introduction to Business Law (4977)

Semester 2

Information Systems in Organisations (6348)

Law of Communication (9424)

Two Commerce Major Units

Year 4

Semester 1

Two Commerce Major Units

Elections, Campaigns and Lobbying (8125)

Risk, Crisis and Communication (7545)

Semester 2

Industry & Community Engagement (Internships) (10115)

Media and Public Affairs Project (9031)

Two Commerce Major Units

Standard Full Time, Semester 1 Commencing (from 2018)

Year 1

Semester 1

11010 Professional Orientation (Commerce) OR 11011 Professional Orientation (Business)

Introduction to Communication (9023)

Introduction to Economics (6355)

Introduction to Political Communication (9024)

Semester 2

5123 Business Statistics OR 9522 Business Research Methods

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

[Introduction to Politics and Government \(8296\)](#)

[Media, Technology and Society \(9027\)](#)

Year 2

Semester 1

Minor in Business & Government Foundation (ISA) Restricted Choice Unit

[Business Decision Making \(11009\)](#)

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

[Democracy and the Public Sphere \(9310\)](#)

Minor in Business & Government Foundation (ISA) Restricted Choice Part C Unit

Semester 2

Introduction to Marketing (6357) or an Open Elective unit

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

[Introduction to Management \(4207\)](#)

[Journalism and Political Process \(8127\)](#)

Year 3

Semester 1

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

Two Commerce Major Units

Semester 2

Two Commerce Major Units

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

Year 4

Semester 1

[Risk, Crisis and Communication \(7545\)](#)

Two Commerce Major Units

[Elections, Campaigns and Lobbying \(8125\)](#)

Semester 2

Two Commerce Major Units

[Industry & Community Engagement \(Internships\) \(10115\)](#)

[Media and Public Affairs Project \(9031\)](#)

Course information

Course duration

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

Learning outcomes

Learning outcomes	Related graduate attributes
<p>Purpose</p> <p>Graduates of the Bachelor of Commerce/Bachelor of Communication in Media and Public Affairs will have acquired in-depth disciplinary knowledge and a cohesive set of cognitive, technical and strategic skills in media and public affairs and one or more of the following areas in commerce: Accounting, Banking & Financial Services, Business Administration, Economics, Financial Planning, Human Resource Management, Information Systems, International Business, Marketing Management, Public Sector Management, or Tourism Management.</p> <p>The program is designed to produce graduates with professional attributes appropriate to their intended careers. This degree also prepares students for postgraduate studies.</p>	-
<p>Knowledge</p> <p>Graduates who complete this degree will obtain an in-depth knowledge of relevant disciplinary theory and practices, as well as the practical application of these in media and public affairs and in one or more of the commerce discipline areas listed above. In addition, graduates will have a broad understanding of concepts which are fundamental to commerce, such as statistics, commercial law, information systems, management, plus the interrelationships between government and business.</p>	-
<p>Skills</p> <p>Graduates will develop: the cognitive skills required to critically analyze, evaluate and synthesize concepts and theories acquired in media and public affairs plus one or more of the commerce discipline areas identified above;</p>	-

the technical and generic skills required to master a range of communication skills and media research methodologies as well as apply discipline-specific technologies in one or more of the commerce discipline areas; the independent learning skills needed to stay up-to-date with advances in theoretical frameworks and professional practices after graduation;

the personal skills required to provide professional advice in the discipline or disciplines they choose to study. Graduates will be able to exercise critical thinking and applied analytical skills in identifying which information is relevant to specific decisions being made. They will also be able to identify whether they have all relevant information when advising clients or management, and have the ability to succinctly request or obtain missing information;

the communication skills needed to present a clear, coherent and independent exposition of knowledge and ideas to a variety of stakeholders using technical and non-technical language, depending on the audience.

Majors

- [Minor in Business & Government Foundation \(ISA\) \(MN0204\)](#)
- [Minor in Business Foundation \(MN0145\)](#)
- [Major in Business Administration \(MJ0135\)](#)
- [Major in Accounting \(Restricted\) \(24cp\) \(MJ0191\)](#)
- [Major in Human Resource Management \(Restricted\) \(MJ0052\)](#)
- [Major in Public Sector Management \(MJ0190\)](#)
- [Major in International Business \(Restricted\) \(MJ0067\)](#)
- [Major in Media and Public Affairs \(MJ0218\)](#)
- [Major in Economics \(Restricted\) \(MJ0037\)](#)
- [Major in Banking & Financial Services \(Restricted\) \(MJ0012\)](#)
- [Major in Marketing Management \(Restricted\) \(MJ0088\)](#)
- [Major in Communication Studies \(MJ0216\)](#)
- [Major in Financial Planning \(Restricted\) \(MJ0041\)](#)
- [Major in Event and Tourism Management \(MJ0248\)](#)

Awards

Award	Official abbreviation
Bachelor of Commerce	BCom
Bachelor of Communication in Media and Public Affairs	BComm Media&PubAffairs

Honours

Refer to individual courses.

Enquiries

Student category	Contact details
Prospective Domestic Students	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)
Prospective International Students	Email international@canberra.edu.au or Phone +61 2 6201 5342
Current and Commencing Students	In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email bglstudent@canberra.edu.au

Download your course guide

Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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CRICOS 00212K

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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.