UNIVERSITY OF CANBERRA

Diploma of Communication (951AA.6)

Please note these are the 2023 details for this course

Domestic students

Selection rank	50 **Note:** 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.
Delivery mode	On campus
Location	UC College, Bruce, ACT
Duration	1.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
UAC code	360005
English language requirements	An overall IELTS Academic score (or equivalent) of 5.5, with no band score below 5.5. 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

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
Delivery mode	On campus
Location	UC College, Bruce, ACT
Duration	1.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
CRICOS code	062888G
English language requirements	An overall IELTS Academic score (or equivalent) of 5.5, with no band score below 5.5. 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

About this course

Your path to an exciting career in communication

Are you interested in advertising, public relations, journalism or media and arts production? Are you an international student? If so, our Diploma of Communication is the perfect pathway to many exciting careers.

By studying our Diploma of Communication you will:

- be supported in building language and academic skills for further studies
- get direct entry to the 2nd year of a many bachelors degrees
- develop a good understanding in key cultural areas
- develop the professional expertise to enter and confidently contribute to the communication industries.

Study opportunities

Upon finishing your Diploma of Communication you can directly enter into one of the following courses delivered by the Faculty of Arts and Design, with one year of credit!

- Bachelor of Arts (Creative Writing)
- Bachelor of Arts (Cultural Heritage)
- Bachelor of Arts (Digital Media)
- Bachelor of Arts (Film Production)
- Bachelor of Arts (Global Studies)
- Bachelor of Communication and Media (Journalism)
- Bachelor of Communication and Media (Corporate and Public Communications)
- Bachelor of Media (Marketing Communication)
- Bachelor of Communication and Media (Sport Media)

Important to know

- It will take 2 terms or 8 months of full-time study.
- If English is your second language you will need an Academic IELTS of 5.5 or TOEFL equivalent.

Note: UC College courses fees may differ – please visit our Course Fees page for more information.

Admission requirements

Students are required to meet English Language requirements and general admission requirements to the University of Canberra College.

Assumed knowledge

None.

Periods course is open for new admissions

Year	Location	Teaching period	Teaching start date	Domestic	International
2024	UC College, Bruce, ACT	UCC Trimester 1		✓	✓
2024	UC College, Bruce, ACT	UCC Trimester 2		✓	✓
2024	UC College, Bruce, ACT	UCC Trimester 3		✓	✓
2025	UC College, Bruce, ACT	UCC Trimester 2		✓	✓
2025	UC College, Bruce, ACT	UCC Trimester 3		✓	✓

2025	UC College, Bruce, ACT	UCC Trimester 1	✓	✓
2026	UC College, Bruce, ACT	UCC Trimester 3	✓	✓
2026	UC College, Bruce, ACT	UCC Trimester 1	✓	✓
2026	UC College, Bruce, ACT	UCC Trimester 2	✓	✓

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

Diploma of Communication (951AA) | 24 credit points

Required - Must pass 24 credit points as follows

Expand All | Collapse All

- Academic English (9487) | 3 credit points — Level 1
- Visual Representation Techniques (11041) | 3 credit points — Level 1
- The Art and Power of Communication (11079) | 3 credit points — Level 1
- Digital Media Fundamentals (11080) | 3 credit points — Level 1
- Producing Credible Communication (11081) | 3 credit points — Level 1
- Foundations of Marketing Communication (11096) | 3 credit points — Level 1
- Corporate and Public Communication Foundations (11103) | 3 credit points — Level 1
- Marketing Fundamentals (11176) | 3 credit points — Level 1

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 - University of Canberra College, Bruce

Standard Full Time, Trimester 1 Commencing

Year 1

Trimester 1

Marketing Fundamentals (11176)

Producing Credible Communication (11081)

The Art and Power of Communication (11079)

Visual Representation Techniques (11041)

Trimester 2

Academic English (9487)

Corporate and Public Communication Foundations (11103)

Digital Media Fundamentals (11080)

Foundations of Marketing Communication (11096)

Standard Full Time, Trimester 2 Commencing

Year 1

Trimester 2

Academic English (9487)

Corporate and Public Communication Foundations (11103)

Digital Media Fundamentals (11080)

Foundations of Marketing Communication (11096)

Trimester 3

Marketing Fundamentals (11176)

Producing Credible Communication (11081)

The Art and Power of Communication (11079)

Visual Representation Techniques (11041)

Standard Part Time, Trimester 1 Commencing

Year 1

Trimester 1

Producing Credible Communication (11081)

The Art and Power of Communication (11079)

Visual Representation Techniques (11041)

Trimester 2

Corporate and Public Communication Foundations (11103)

Digital Media Fundamentals (11080)

Foundations of Marketing Communication (11096)

Trimester 3

Academic English (9487)

Marketing Fundamentals (11176)

Trimester 2 2022 Commencing

Year 1

Trimester 2

Academic English (9487)

Producing Credible Communication (11081)

The Art and Power of Communication (11079)

Visual Representation Techniques (11041)

Trimester 3

Corporate and Public Communication Foundations (11103)

Digital Media Fundamentals (11080)

Foundations of Marketing Communication (11096)

Marketing Fundamentals (11176)

Course information

Course duration

Standard 1 year full-time or equivalent. Maximum duration is 4 years.

Learning outcomes

Learning outcomes	Related graduate attributes
3. Develop a basic understanding of the theoretical principles and practical application	UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; use creativity, critical thinking, analysis and

of communication in society, and of the nature and functions of the communication professional; including the ability to exercise professional judgement.	research skills to solve theoretical and real-world problems; work collaboratively as part of a team, negotiate, and resolve conflict; display initiative and drive, and use their organisational skills to plan and manage their workload; and take pride in their professional and personal integrity. UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; and behave ethically and sustainably in their professional and personal lives. UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.
6. Understand the socio-economic ethical and political context in which the communication professions are practiced and differentiate between ethical and non-ethical professional practice within that context	UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; work collaboratively as part of a team, negotiate, and resolve conflict; display initiative and drive, and use their organisational skills to plan and manage their workload; and take pride in their professional and personal integrity. UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; and behave ethically and sustainably in their professional and personal lives. UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.
1. Develop oral and written communication	UC graduates are professional: Employ up-to-date and relevant knowledge and

skills including the ability to present knowledge, ideas and opinions both orally and in written form with confidence and clarity; and to actively listen and respond to the ideas of other people.	skills; communicate effectively; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; work collaboratively as part of a team, negotiate, and resolve conflict; display initiative and drive, and use their organisational skills to plan and manage their workload; and take pride in their professional and personal integrity. UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; and behave ethically and sustainably in their professional and personal lives. UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.
2. Develop the ability to independently locate, evaluate and apply relevant information to develop creative solutions in professional practice.	UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; work collaboratively as part of a team, negotiate, and resolve conflict; display initiative and drive, and use their organisational skills to plan and manage their workload; and take pride in their professional and personal integrity. UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; and behave ethically and sustainably in their professional and personal lives. UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.

5. Develop skills in group work, including team leader and team member roles, to work cooperatively with diverse stakeholders, to exercise initiative and take responsibility for carrying out agreed tasks	UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; work collaboratively as part of a team, negotiate, and resolve conflict; display initiative and drive, and use their organisational skills to plan and manage their workload; and take pride in their professional and personal integrity. UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; and behave ethically and sustainably in their professional and personal lives. UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.
4. Develop analytical and critical thinking skills and apply them to professional practice and academic enquiry.	UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; work collaboratively as part of a team, negotiate, and resolve conflict; display initiative and drive, and use their organisational skills to plan and manage their workload; and take pride in their professional and personal integrity. UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; and behave ethically and sustainably in their professional and personal lives. UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.

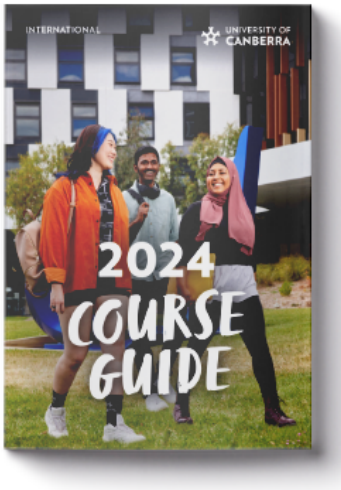
Awards

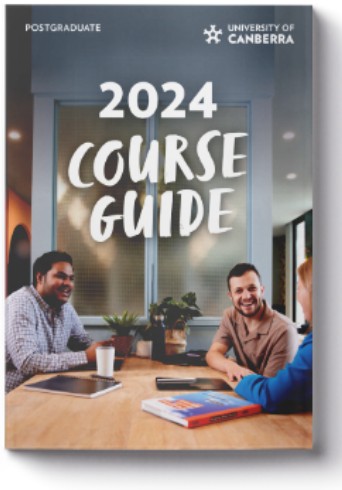
Award	Official abbreviation
Diploma of Communication	Dip Comm

Enquiries

Student category	Contact details
Prospective International Students	Email international@canberra.edu.au or Phone +61 2 6201 5342
Current and Commencing Students	Please contact University of Canberra College, Phone +61 2 6201 2961 or Email ucc.studentservices@canberra.edu.au
Prospective Domestic Students	Email study@canberra.edu.au or Phone 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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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.