

# Bachelor of Arts/Bachelor of Communication and Media (ARAR01.1)

Please note these are the 2021 details for this course

## Domestic students

Selection rank 60

**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.

**English language requirements** There are non-standard English language requirements for this course. To be eligible you must have an overall IELTS Academic score (or equivalent) of 6.0, a score of not less than 7.0 in both reading and writing, and no band score below 6.0. For alternate/equivalent ways of meeting the English requirements for this course please view the English Proficiency Requirements document on the university website.

[View IELTS equivalences](#)

Duration 4.0 years

UAC code 363286

Faculty Faculty of Arts and Design

Discipline School of Arts and Communications

Location UC - Canberra, Bruce

Fees 2021: Commonwealth Supported Place

2022: Commonwealth Supported Place

**Disclaimer:**

Annual fee rates

The fees shown are the annual fee rates for the course. The annual rate is the fee that applies to standard full-time enrolment, which is 24 credit points. The final fee charged is based on the proportion of 24 credit points in which a student enrolls. Students enrolled in a Commonwealth Support Place (CSP) are required to make a contribution towards the cost of their education, which is set by the Commonwealth Government. Information on Commonwealth Supported Places, HECS-HELP and how fees are calculated can be found [here](#).

## International students

**Academic entry requirements**

To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to

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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** 099021K

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**Faculty** Faculty of Arts and Design

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**Discipline** School of Arts and Communications

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**Location** UC - Canberra, Bruce

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**Duration** 4.0 years

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**Fees** 2021: \$29,000 per year  
2022: \$30,000 per year

**Disclaimer:**

Annual fee rates

The fees shown are the annual fee rates for the course. The annual rate is the fee that applies to standard full-time enrolment, which is 24 credit points. The final fee charged is based on the proportion of 24 credit points in which a student enrolls. Information on how fees are calculated can be found [here](#).

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## About this course

### Become a switched-on comms-savvy creative

If you're a great communicator and creative thinker who loves a good deadline, this is the double degree for you! UC's Bachelor of Arts/Bachelor of Communications and Media combines a flexible, professionally-oriented arts degree with the hands-on knowledge and experience required of journalists and other media communications professionals around the world.

Our wide range of arts subjects, expert teachers (with links to government and industry) and international study options will help you build the knowledge and skills to become a globally engaged editor, media programmer, content writer, marketing manager or media analyst.

You'll graduate with invaluable lifelong networks and a critical understanding of good narrative and what makes compelling content across a range of platforms – and the ability to think outside the square to deliver novel solutions to local and international problems.

Taught in small, more personalised classes, the course offers an individually tailored learning environment that ensures each student receives the

highest level of support and encouragement throughout their UC study journey.

## Combine a Bachelor of Arts and Bachelor of Communications and Media at UC and you will:

- get to choose from a range of creative Arts subjects designed around your interests
- acquire the ability to problem solve, analyse and evaluate information in a systematic, creative and insightful way
- specialise in one of four professional communications areas: journalism, marketing communication, corporate and public communication and sports media
- apply professional judgement and knowledge in adapting marketing communication theories, principles and methodologies across diverse social, cultural and organisational contexts
- explore narratives that inform, persuade and generate change.

## Career Opportunities

A UC Bachelor of Arts/Bachelor of Communications and Media degree opens many doors in a range of sectors, including:

- creative copywriter
- editor
- advertising account manager
- content developer
- digital media specialist
- social media manager
- journalist
- campaign manager
- media or marketing analyst
- producer
- publisher.

## Admission requirements

Admission to this course is based on an entrance rank. A rank can be achieved by the following means:

- Year 12 ATAR
- other Australian Qualification
- work experience
- overseas qualification

We also offer a number of entry initiatives that give you the opportunity to gain entry to the University via alternate pathway programs and admissions schemes.

More information is available on our Alternative Entry page: <http://www.canberra.edu.au/future-students/applications/apply-now/alternative-entry>

## Assumed knowledge

None.

## Periods course is open for new admissions

Year	Location	Teaching period	Teaching start date	Domestic	International
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2021	UC - Canberra, Bruce	Semester 1	08 February 2021	✓	✓
2021	UC - Canberra, Bruce	Semester 2	02 August 2021	✓	✓
2022	UC - Canberra, Bruce	Semester 1	07 February 2022	✓	✓
2022	UC - Canberra, Bruce	Semester 2	01 August 2022	✓	✓
2023	UC - Canberra, Bruce	Semester 1	06 February 2023	✓	✓
2023	UC - Canberra, Bruce	Semester 2	31 July 2023	✓	✓

## 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 Arts/Bachelor of Communication and Media (ARAR01) | 96 credit points

Restricted Choice - 48 credit points as follows

Communication and Media - Must select 1 of the following

Specialist Major in Journalism (SM0007) | 24 credit points

Required - Must pass 24 credit points as follows

[Journalism Now and Next \(11084\)](#) | 3 credit points – Level 1

[Street Stories \(11085\)](#) | 3 credit points – Level 1

[Sound Stories \(11086\)](#) | 3 credit points – Level 2

[In-Depth: Feature and Specialist Writing \(11087\)](#) | 3 credit points – Level 3

[Data Journalism \(11088\)](#) | 3 credit points – Level 2

[Video Live \(11089\)](#) | 3 credit points – Level 2

[Newsfeed \(11090\)](#) | 3 credit points – Level 3

[Advocacy and Influence: Shaping Public Opinion \(11091\)](#) | 3 credit points – Level 3

Specialist Major in Marketing Communication (SM0008) | 24 credit points

Required - Must pass 24 credit points as follows

[Visual Representation Techniques \(11041\)](#) | 3 credit points – Level 1

[Foundations of Marketing Communication \(11096\)](#) | 3 credit points – Level 1

[Managing Brands \(11097\)](#) | 3 credit points – Level 1

[Media Analysis and Planning \(11098\)](#) | 3 credit points – Level 2

[Marketing Communication Strategy \(11099\)](#) | 3 credit points – Level 2

[The Craft of Creative Communication \(11100\)](#) | 3 credit points – Level 3

[Stakeholder Engagement \(11101\)](#) | 3 credit points – Level 2

[Global Brand Communication \(11102\)](#) | 3 credit points – Level 3

**Specialist Major in Corporate and Public Communication (SM0006) | 24 credit points**

**Required - Must pass 24 credit points as follows**

- Visual Representation Techniques (11041) | 3 credit points – Level 1
- Advocacy and Influence: Shaping Public Opinion (11091) | 3 credit points – Level 3
- Managing Brands (11097) | 3 credit points – Level 1
- Corporate and Public Communication Foundations (11103) | 3 credit points – Level 1
- Digital Engagement and Analytics (11104) | 3 credit points – Level 2
- Strategic Communication Research and Planning (11105) | 3 credit points – Level 2
- Organisational Communication (11106) | 3 credit points – Level 3
- Strategic Project Management (11107) | 3 credit points – Level 3

**Specialist Major in Sports Media (SM0009) | 24 credit points**

**Required - Must pass 24 credit points as follows**

- In-Depth: Feature and Specialist Writing (11087) | 3 credit points – Level 3
- Data Journalism (11088) | 3 credit points – Level 2
- Video Live (11089) | 3 credit points – Level 2
- Newsfeed (11090) | 3 credit points – Level 3
- Game On: Sports Journalism Foundations (11092) | 3 credit points – Level 1
- Sideline Eye: Sports Reporting (11093) | 3 credit points – Level 1
- Live and Exclusive: Sports Broadcasting (11094) | 3 credit points – Level 2
- The Sports Journalist: Ethical, Lawful and Professional (11095) | 3 credit points – Level 3

**Arts - Must select 1 of the following**

**Specialist Major in Film Production (SM0004) | 24 credit points**

**Required - Must pass 24 credit points as follows**

- Film Studio, Production Project (11137) | 3 credit points – Level 3
- Films Tools and a Meta-Narrative Vocabulary (11138) | 3 credit points – Level 1
- Short Film Production (11139) | 3 credit points – Level 2
- Reading Movies - A Practitioner's Guide (11140) | 3 credit points – Level 2
- Australian National Cinema (11141) | 3 credit points – Level 2
- Creative Collaboration and Specialisation in Film Project (11142) | 3 credit points – Level 2
- Documentary Production (11143) | 3 credit points – Level 1
- The Creative Producer (11144) | 3 credit points – Level 3

**Specialist Major in Global Studies (SM0005) | 24 credit points**

**Required - Must pass 24 credit points as follows**

- Cultures and Diversity (11129) | 3 credit points – Level 1
- Global Ethical Challenges (11145) | 3 credit points – Level 1
- Global Perspectives on Gender, Sex and Sexuality (11146) | 3 credit points – Level 2
- How the World Really Works: Busting the Myths of Globalisation (11147) | 3 credit points – Level 2
- Studies in World Philosophies (11148) | 3 credit points – Level 2
- Listening to Global Voices: World Literature and Cinema (11149) | 3 credit points – Level 2
- Global Environmental Futures (11150) | 3 credit points – Level 3

Global Activism and Social Change (11151) | 3 credit points – Level 3

**Specialist Major in Creative Writing (SM0001) | 24 credit points**

**Required - Must pass 24 credit points as follows**

Introduction to Creative Writing (11113) | 3 credit points – Level 1

Writing, Rewriting (11114) | 3 credit points – Level 1

From Hungry Caterpillars to Hunger Games: Writing for Young People (11115) | 3 credit points – Level 2

Screenwriting (11116) | 3 credit points – Level 2

Poetry and the Imagination (11117) | 3 credit points – Level 2

Writing Self, Writing Place (11118) | 3 credit points – Level 2

Word and Image (11119) | 3 credit points – Level 3

Major Project Studio (11120) | 3 credit points – Level 3

**Specialist Major in Culture and Heritage (SM0002) | 24 credit points**

**Required - Must pass 24 credit points as follows**

Heritage Conservation (11015) | 3 credit points – Level 1

Understanding Cultural and Heritage Values (11121) | 3 credit points – Level 2

Indigenous Cultures and Digital Contexts (11122) | 3 credit points – Level 2

Decolonising the Museum (11123) | 3 credit points – Level 3

Exploring Digital Culture and Heritage (11124) | 3 credit points – Level 3

Indigenous Ways of Knowing (11126) | 3 credit points – Level 2

Connections to Country (11128) | 3 credit points – Level 2

Cultures and Diversity (11129) | 3 credit points – Level 1

**Specialist Major in Digital Media (SM0003) | 24 credit points**

**Required - Must pass 24 credit points as follows**

Pixels and Polygons (11013) | 3 credit points – Level 1

Media Worlds (11130) | 3 credit points – Level 1

Space, Time and Form (11131) | 3 credit points – Level 2

Engineering Reality (11132) | 3 credit points – Level 2

Character Design and Animation (11133) | 3 credit points – Level 2

Sound Design (11134) | 3 credit points – Level 2

Real Time Environments (11135) | 3 credit points – Level 3

Illuminated Bits (11136) | 3 credit points – Level 3

- Specialist majors determine the course award names. E.g. Completing a Major in Digital Media & a Major in Journalism leads to the awards B Arts (Digital Media) & B Communication & Media (Journalism).

**Required - 48 credit points as follows**

**Core Major in Arts (CM0001) | 24 credit points**

**Required - Must pass 24 credit points as follows**

Professional Orientation (Arts) (10333) | 3 credit points – Level 1

Professional Practice 1: Work Integrated Learning (11017) | 3 credit points – Level 2

Professional Practice 2: Work Integrated Learning (11018) | 3 credit points – Level 3

Big Stories: Culture, Memory and Power (11108) | 3 credit points – Level 1

It Must Be True: Knowledge, Culture and Creativity (11109) | 3 credit points – Level 1

Reading Culture, Curating Culture (11110) | 3 credit points – Level 1

The Grand Experiment (11111) | 3 credit points – Level 1

Professional Evidence (Arts) (11112) | 3 credit points – Level 3

#### **Core Major in Communication and Media (CM0002) | 24 credit points**

##### **Required - Must pass 24 credit points as follows**

Professional Orientation (Communication and Media) (10335) | 3 credit points – Level 1

Professional Practice 1: Work Integrated Learning (11017) | 3 credit points – Level 2

Professional Practice 2: Work Integrated Learning (11018) | 3 credit points – Level 3

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

Engaging Audiences (11082) | 3 credit points – Level 1

Professional Evidence (Communication and Media) (11083) | 3 credit points – Level 3

- Where units are duplicated in these majors, additional open elective units will be taken instead to meet credit point requirements.

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

## Typical study pattern

### Course information

### Course duration

Standard 4 years full time or equivalent. Maximum 10 years.

## Learning outcomes

Learning outcomes	Related graduate attributes
Refer to individual courses.	-

## Majors

- [Core Major in Communication and Media \(CM0002\)](#)
- [Core Major in Arts \(CM0001\)](#)
- [Specialist Major in Creative Writing \(SM0001\)](#)
- [Specialist Major in Sports Media \(SM0009\)](#)
- [Specialist Major in Marketing Communication \(SM0008\)](#)
- [Specialist Major in Culture and Heritage \(SM0002\)](#)
- [Specialist Major in Global Studies \(SM0005\)](#)
- [Specialist Major in Corporate and Public Communication \(SM0006\)](#)
- [Specialist Major in Journalism \(SM0007\)](#)
- [Specialist Major in Digital Media \(SM0003\)](#)
- [Specialist Major in Film Production \(SM0004\)](#)

## Awards

Award	Official abbreviation
Bachelor of Arts (Creative Writing)	BA (CreativeWrtg)
Bachelor of Arts (Culture and Heritage)	BA (Cult&Herit)
Bachelor of Arts (Digital Media)	BA (DigitalMedia)
Bachelor of Arts (Film Production)	BA (FilmProd)
Bachelor of Arts (Global Studies)	BA (GlobalSt)
Bachelor of Communication and Media (Corporate and Public Communication)	BComm&Media (Corp&PubComm)
Bachelor of Communication and Media (Journalism)	BComm&Media (Jnl)
Bachelor of Communication and Media (Marketing Communication)	BComm&Media (MktgComm)
Bachelor of Communication and Media (Sports Media)	BComm&Media (SportsMedia)

## Honours

Refer to individual courses.

## Related courses

- [Bachelor of Arts \(Creative Writing\) \(ARB001\)](#)
- [Bachelor of Arts \(Culture and Heritage\) \(ARB002\)](#)
- [Bachelor of Arts \(Digital Media\) \(ARB003\)](#)
- [Bachelor of Arts \(Film Production\) \(ARB004\)](#)
- [Bachelor of Arts \(Global Studies\) \(ARB005\)](#)
- [Bachelor of Communication and Media \(Corporate and Public Communication\) \(ARB101\)](#)
- [Bachelor of Communication and Media \(Journalism\) \(ARB102\)](#)
- [Bachelor of Communication and Media \(Marketing Communication\) \(ARB103\)](#)
- [Bachelor of Communication and Media \(Sports Media\) \(ARB104\)](#)

## Enrolment data

2020 enrolments for this course by location. Please note that enrolment numbers are indicative only and in no way reflect individual class sizes.

Location	Enrolments
UC - Canberra, Bruce	20



# 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 <a href="mailto:international@canberra.edu.au">international@canberra.edu.au</a> or Phone +61 2 6201 5342
Current and Commencing Students:	Email <a href="mailto:FAD.Student@canberra.edu.au">FAD.Student@canberra.edu.au</a> or Phone 1300 301 727

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CRICOS 00212K

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.