

# Bachelor of Arts/Bachelor of Communication and Media (ARAR01.2)

Please note these are the 2023 details for this course

## Domestic students

Selection rank	60 <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.
Delivery mode	On campus
Location	Bruce, Canberra
Duration	4.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
UAC code	363286
English language requirements	<p>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.</p> <p><a href="#">View IELTS equivalences</a></p>

# 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 academic entry requirements page.  <a href="#">View UC's academic entry requirements</a>
<b>Delivery mode</b>	On campus
<b>Location</b>	Bruce, Canberra
<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>	099021K
<b>English language requirements</b>	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.  <a href="#">View IELTS equivalences</a>

## 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

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

**Restricted Choice - 48 credit points as follows**

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

**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 15 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

Sideline Eye: Sports Reporting (11093) | 3 credit points — Level 1

### **Restricted Choice - Must pass 9 credit points as follows**

#### **Part A - Must pass 3 credit points from the following**

Game On: Sports Journalism Foundations (11092) | 3 credit points — Level 1

Game On: Sports Media Foundations (11932) | 3 credit points — Level 1

Note:

- From S2 2023 unit 11092 Game On: Sports Journalism Foundations has been replaced with 11932 Game On: Sports Media Foundations.

### **Part B - Must pass 3 credit points from the following**

[Live and Exclusive: Sports Broadcasting \(11094\) | 3 credit points – Level 2](#)

[Sports Broadcasting \(11933\) | 3 credit points – Level 2](#)

Note:

- From S2 2023 unit 11094 Live and Exclusive: Sports Broadcasting has been replaced with 11933 Sports Broadcasting.

### **Part C - Must pass 3 credit points from the following**

[The Sports Journalist: Ethical, Lawful and Professional \(11095\) | 3 credit points – Level 3](#)

[Sports Media and Society \(11934\) | 3 credit points – Level 3](#)

Note:

- From S2 2023 unit 11095 The Sports Journalist: Ethical, Lawful and Professional has been replaced with 11934 Sports Media and Society.

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

### **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 21 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

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

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

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

Culture: Voicing the Living Archive (11861) | 3 credit points — Level 3

Note:

- From 2023 unit 11123 Decolonising the Museum has been replaced with 11861 Culture: Voicing the Living Archive.

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

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

Design for Digital Contexts (11064) | 3 credit points — Level 2

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

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

Digital Media Art 2: Image Production (11836) | 3 credit points — Level 1

Digital Media Art 1: Narrative Production (11837) | 3 credit points — Level 1

3D Media Art Production (11838) | 3 credit points — Level 2

Emerging Production Technologies (11839) | 3 credit points — Level 3

Digital Production Project (11840) | 3 credit points — Level 3

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- 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 18 credit points as follows**

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

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

#### **Restricted Choice - Must pass 6 credit points from the following**

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

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

Professional Practice Internship (11575) | 6 credit points — Level 3

Professional Practice (Internships A) (11829) | 3 credit points — Level 2

Professional Practice (Specialist Skills) (11830) | 3 credit points — Level 2

Professional Practice (Internships B) (11832) | 3 credit points — Level 3

Professional Practice (Industry and Creative Projects) (11833) | 3 credit points — Level 3

Professional Practice (Internships A) (12144) | 3 credit points — Level 3

Note:

- 1. From 2022 units 11017 and 11018 are no longer available.
- 2. From 2025, unit 12144 Professional Practice (Internships A) replaces unit 11829 Professional



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

### Required - Must pass 18 credit points as follows

Professional Orientation (Communication and Media) (10335) | 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

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

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

### Restricted Choice - Must pass 6 credit points from the following

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

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

Professional Practice Internship (11575) | 6 credit points – Level 3

Professional Practice (Internships A) (11829) | 3 credit points – Level 2

Professional Practice (Specialist Skills) (11830) | 3 credit points – Level 2

Professional Practice (Internships B) (11832) | 3 credit points – Level 3

Professional Practice (Industry and Creative Projects) (11833) | 3 credit points – Level 3

Professional Practice (Internships A) (12144) | 3 credit points – Level 3

#### Note:

- 1. From 2022 11017 Professional Practice 1: Work Integrated Learning and 11018 Professional Practice 2: Work Integrated Learning are no longer offered.
- 2. From 2025, unit 12144 Professional Practice (Internships A) replaces unit 11829 Professional Practice (Internships A)
- 3. Students in the Bachelor of Communication and Media (Sports Media) must complete one of 11575 or 12144 and 11832.
- 4. Students in the Bachelor of Communication (Journalism) must complete 11830 and can then choose their final Professional Practice unit.
- 5. All other students must select two units from 12144, 11830, 11832 and 11833. Please email [FAD.student@canberra.edu.au](mailto:FAD.student@canberra.edu.au) and request a personalised course plan if you are not sure.

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

### 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 (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 \(Sports Media\) \(ARB104\)](#)

## 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:artsanddesign.enquiries@canberra.edu.au">artsanddesign.enquiries@canberra.edu.au</a> or Phone (02) 6201 2570 or 6206 3887

## 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.