

Bachelor of Arts/Bachelor of Communication and Media (ARAR01.4)

Please note these are the 2027 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.
Delivery mode	On campus
Location	Bruce, Canberra
Duration	4.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts & Communication
UAC code	363286
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

International 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.
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	Bruce, Canberra
Duration	4.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts & Communication
CRICOS code	099021K
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>View IELTS equivalences</p>

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
2027	Bruce, Canberra	Semester 1	15 February 2027	✓	✓
2027	Bruce, Canberra	Semester 2	09 August 2027	✓	✓

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 21 credit points from the following

[First Draft \(12024\) | 3 credit points — Level 1](#)

[On Assignment \(12025\) | 3 credit points — Level 1](#)

[Streaming and Social \(12026\) | 3 credit points — Level 2](#)

[Deep Dives \(12028\) | 3 credit points — Level 3](#)

[Radio and TV \(12029\) | 3 credit points — Level 2](#)

[Public Opinion \(12030\) | 3 credit points — Level 3](#)

[Editorial Leadership \(12031\) | 3 credit points — Level 3](#)

[Podcasting \(12229\) | 3 credit points — Level 2](#)

Note:

- Unit 12024 First Draft is no longer offered from Semester 1, 2026.

Restricted Choice - Must pass 3 credit points from the following

[Reporting Diversity \(12027\) | 3 credit points — Level 2](#)

[Representation and Diversity \(12220\) | 3 credit points — Level 1](#)

Note:

- Unit 12027 Reporting Diversity is no longer offered from Semester 1, 2026.

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

Required - Must pass 15 credit points from the following

Game On: Sports Media Foundations (11932) | 3 credit points — Level 1
Sports Broadcasting (11933) | 3 credit points — Level 2
Streaming and Social (12026) | 3 credit points — Level 2
Deep Dives (12028) | 3 credit points — Level 3
Radio and TV (12029) | 3 credit points — Level 2
Podcasting (12229) | 3 credit points — Level 2

Note:

- Unit 11933 Sports Broadcasting is no longer offered from Semester 1, 2026.

Restricted Choice - Must pass 9 credit points as follows

Part A - Must pass 3 credit points from the following

Editorial Leadership (12031) | 3 credit points — Level 3
Reputation: Issues and Crisis Communication (12081) | 3 credit points —
Level 3

Part B - Must pass 3 credit points from the following

Sideline Eye: Sports Reporting (11093) | 3 credit points — Level 1
Sideline Eye: Sports Reporting (12224) | 3 credit points — Level 2

Note:

- From Semester 1, 2026, unit 12224 Sideline Eye: Sports Reporting has replaced unit 11093 Sideline Eye: Sports Reporting.

Part C - Must pass 3 credit points from the following

Sports Media and Society (11934) | 3 credit points — Level 3
Play-by-Play: Sports Media Values (12225) | 3 credit points — Level 3

Note:

- From Semester 1, 2026, unit 12225 Play-by-Play: Sports Media Values has replaced unit 11934 Sports Media and Society.

Specialist Major in Media Production (SM0098) | 24 credit points

Required - Must pass 24 credit points as follows

Design for Digital Contexts (11064) | 3 credit points — Level 2
The Creative Producer (11144) | 3 credit points — Level 3
Digital Production Project (11840) | 3 credit points — Level 3
Streaming and Social (12026) | 3 credit points — Level 2
Sound Design (12219) | 3 credit points — Level 1
Film Tools (12226) | 3 credit points — Level 1
Image and Animation Production (12227) | 3 credit points — Level 1
Podcasting (12229) | 3 credit points — Level 2

Specialist Major in Public Relations and Strategic Communication (SM0096) | 24 credit points

Required - Must pass 24 credit points as follows

Stakeholder Engagement (11101) | 3 credit points — Level 2
Public Opinion (12030) | 3 credit points — Level 3
Reputation: Issues and Crisis Communication (12081) | 3 credit points — Level 3
Social Media Campaigns (12082) | 3 credit points — Level 3
Organisational Storytelling: Producing Earned and Owned Media (12083) | 3 credit points — Level 1
Representation and Diversity (12220) | 3 credit points — Level 1
Communication Strategy and Campaign Planning (12221) | 3 credit points — Level 2
Communicating with Intent: Strategic Communication Foundations (12223) | 3 credit points — Level 1

Specialist Major in Social Media and Content Creation (SM0097) | 24 credit points

Restricted Choice - Must pass 3 credit points from the following

Editorial Leadership (12031) | 3 credit points — Level 3
Reputation: Issues and Crisis Communication (12081) | 3 credit points — Level 3

Required - Must pass 21 credit points as follows

Visual Communication Theory and Principles (11062) | 3 credit points — Level 1

The Craft of Creative Communication (11100) | 3 credit points — Level 3

Streaming and Social (12026) | 3 credit points — Level 2

Social Media Campaigns (12082) | 3 credit points — Level 3

Organisational Storytelling: Producing Earned and Owned Media (12083) | 3 credit points — Level 1

Communicating with Intent: Strategic Communication Foundations (12223) | 3 credit points — Level 1

Podcasting (12229) | 3 credit points — Level 2

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

Required - Must pass 24 credit points as follows

Foundations of Marketing Communication (11096) | 3 credit points — Level 1

Managing Brands (11097) | 3 credit points — Level 1

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

Social Media Campaigns (12082) | 3 credit points — Level 3

Communication Strategy and Campaign Planning (12221) | 3 credit points — Level 2

Channel Planning and Selection (12222) | 3 credit points — Level 2

Arts - Must select 1 of the following

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

Required - Must pass 21 credit points as follows

Film Studio, Production Project (11137) | 3 credit points — Level 3

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

Restricted Choice - Must pass 3 credit points from the following

Films Tools and a Meta-Narrative Vocabulary (11138) | 3 credit points — Level 1

Film Tools (12226) | 3 credit points — Level 1

Note:

- From 2026, unit 12226 Film Tools has replaced unit 11138 Films Tools and a Meta-Narrative Vocabulary.

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 15 credit points as follows

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

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

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

Restricted Choice - Must pass 9 credit points as follows

Part C - Must pass 3 credit points from the following

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

Visual Narrative Production (12234) | 3 credit points — Level 1

Note:

- From 2026, unit 12234 Visual Narrative Production has replaced unit 11837 Digital Media Art 1: Narrative Production.

Part A - Must pass 3 credit points from the following

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

Sound Design (12219) | 3 credit points — Level 1

Note:

- From 2026, unit 12219 Sound Design has replaced unit 11134 Sound Design.

Part B - Must pass 3 credit points from the following

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

Image and Animation Production (12227) | 3 credit points — Level 1

Note:

- From 2026, unit 12227 Image and Animation Production has replaced unit 11836 Digital Media Art 2: Image Production.

Specialist Major in Journalism (SM0007) | 24 credit points

Required - Must pass 21 credit points from the following

First Draft (12024) | 3 credit points — Level 1

On Assignment (12025) | 3 credit points — Level 1

Streaming and Social (12026) | 3 credit points — Level 2

Deep Dives (12028) | 3 credit points — Level 3

Radio and TV (12029) | 3 credit points — Level 2

Public Opinion (12030) | 3 credit points — Level 3

Editorial Leadership (12031) | 3 credit points — Level 3

Podcasting (12229) | 3 credit points — Level 2

Note:

- Unit 12024 First Draft is no longer offered from Semester 1, 2026.

Restricted Choice - Must pass 3 credit points from the following

Reporting Diversity (12027) | 3 credit points — Level 2

Representation and Diversity (12220) | 3 credit points — Level 1

Note:

- Unit 12027 Reporting Diversity is no longer offered from Semester 1, 2026.

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

Required - Must pass 24 credit points as follows

Stakeholder Engagement (11101) | 3 credit points — Level 2

Corporate and Public Communication Foundations (11103) | 3 credit points — Level 1

Strategic Communication Research and Planning (11105) | 3 credit points — Level 2

Public Opinion (12030) | 3 credit points — Level 3

Ethics and Inclusion in Organisational Communication (12080) | 3 credit points — Level 2

Reputation: Issues and Crisis Communication (12081) | 3 credit points — Level 3

Social Media Campaigns (12082) | 3 credit points — Level 3

Organisational Storytelling: Producing Earned and Owned Media (12083) | 3 credit points — Level 1

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

Required - Must pass 15 credit points from the following

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

Sports Broadcasting (11933) | 3 credit points — Level 2

Streaming and Social (12026) | 3 credit points — Level 2

Deep Dives (12028) | 3 credit points — Level 3

Radio and TV (12029) | 3 credit points — Level 2

Podcasting (12229) | 3 credit points — Level 2

Note:

- Unit 11933 Sports Broadcasting is no longer offered from Semester 1, 2026.

Restricted Choice - Must pass 9 credit points as follows

Part A - Must pass 3 credit points from the following

Editorial Leadership (12031) | 3 credit points — Level 3

Reputation: Issues and Crisis Communication (12081) | 3 credit points — Level 3

Part B - Must pass 3 credit points from the following

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

Sideline Eye: Sports Reporting (12224) | 3 credit points — Level 2

Note:

- From Semester 1, 2026, unit 12224 Sideline Eye: Sports Reporting has

replaced unit 11093 Sideline Eye: Sports Reporting.

Part C - Must pass 3 credit points from the following

Sports Media and Society (11934) | 3 credit points — Level 3

Play-by-Play: Sports Media Values (12225) | 3 credit points — Level 3

Note:

- From Semester 1, 2026, unit 12225 Play-by-Play: Sports Media Values has replaced unit 11934 Sports Media and Society.

Specialist Major in Game Development (SM0092) | 24 credit points

Required - Must pass 12 credit points as follows

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

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

Game Studies (12126) | 3 credit points — Level 1

Concept Art Fundamentals (12127) | 3 credit points — Level 2

Restricted Choice - Must pass 12 credit points as follows

Part A - Must pass 3 credit points from the following

Advanced Real-Time Production (11650) | 3 credit points — Level 3

Advanced Game Development (12169) | 3 credit points — Level 3

Note:

- From Semester 1 2025, unit 12169 Advanced Game Development has replaced 11650 Advanced Real-Time Production.

Part B - Must pass 3 credit points from the following

Introduction to Games Production (11683) | 3 credit points — Level 1

Indie Game Development (12170) | 3 credit points — Level 1

Note:

- From Semester 1 2025, unit 12170 Indie Game Development has replaced 11683 Introduction to Games Production.

Part C - Must pass 3 credit points from the following

Virtual Environments (11687) | 3 credit points — Level 2

Extended Realities (12171) | 3 credit points — Level 2

Note:

- From Semester 1 2025, unit 12171 Extended Realities has replaced 11687 Virtual Environments.

Part D - Must pass 3 credit points from the following

Introduction to Game Design (11689) | 3 credit points — Level 1

Tabletop Game Design (12172) | 3 credit points — Level 1

Note:

- From Semester 1 2025, unit 12172 Tabletop Game Design has replaced 11689 Introduction to Game Design.

Specialist Major in Literary Studies (SM0045) | 24 credit points

Required - Must pass 18 credit points as follows

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

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

Listening to Global Voices: World Literature and Cinema (11149) | 3 credit points — Level 2

Literary Studies: The Novel (11152) | 3 credit points — Level 1

Literary Studies: From Romanticism to the Present (11153) | 3 credit points — Level 2

The Kids are All Right: Literature for 0-18 (11154) | 3 credit points — Level 3

Restricted Choice - Must pass 6 credit points from the following

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

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

Australian National Cinema (11141) | 3 credit points — Level 2

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

Required - Must pass 24 credit points as follows

Foundations of Marketing Communication (11096) | 3 credit points — Level 1

Managing Brands (11097) | 3 credit points — Level 1

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

Social Media Campaigns (12082) | 3 credit points — Level 3

Communication Strategy and Campaign Planning (12221) | 3 credit points — Level 2

Channel Planning and Selection (12222) | 3 credit points — Level 2

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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).

- Students must choose a different Specialist Major for each bachelor.

Required - 48 credit points as follows

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

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

Understanding Communication and Media (12217) | 3 credit points — Level 1

Making Media (12218) | 3 credit points — Level 1

Communication and Media: Find Your Path (12228) | 3 credit points — Level 1

The Responsible Communicator (12230) | 3 credit points — Level 1

Restricted Choice - Must pass 6 credit points from the following

Option A - Must pass 6 credit points from the following

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

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

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

Option B - Must pass 6 credit points as follows

Part A - Must pass 3 credit points from the following

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

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

Part B - Must pass 3 credit points from the following

Global Brand Communication (11102) | 3 credit points — Level 3

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

Global Environmental Futures (11150) | 3 credit points — Level 3

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

The Kids are All Right: Literature for 0-18 (11154) | 3 credit points — Level 3

Impact and Enterprise G (11155) | 3 credit points — Level G

Heritage Materials and Their Environments G (11160) | 3 credit points — Level G

The Cultural Significance of Patina G (11161) | 3 credit points — Level G

Heritage Materials - Structure and Integrity G (11162) | 3 credit points — Level G

Heritage Materials - Aesthetics and Stability G (11163) | 3 credit points — Level G

Communicating Politics G (11627) | 3 credit points — Level G

Communication Trends and Innovation G (11630) | 3 credit points — Level G

Industry and Identity: Challenges and Triumphs G (11638) | 3 credit points — Level G

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

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

Indigeneity and the Creative Sector G (11863) | 3 credit points — Level G

Visual Communication for Creative Businesses G (11869) | 3 credit points — Level G

UX Design G (11870) | 3 credit points — Level G

Deep Dives (12028) | 3 credit points — Level 3

Public Opinion (12030) | 3 credit points — Level 3

Integrated Digital Marketing and Communication G (12033) | 3 credit points — Level G

Reputation: Issues and Crisis Communication (12081) | 3 credit points — Level 3

Social Media Campaigns (12082) | 3 credit points — Level 3

Play-by-Play: Sports Media Values (12225) | 3 credit points — Level 3

Note:

- Students must select Restricted Choice units that are not already part of their

chosen major.

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 as follows

All Majors excluding Digital Media - Must pass 6 credit points from the following

Global Brand Communication (11102) | 3 credit points — Level 3

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

Global Environmental Futures (11150) | 3 credit points — Level 3

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

The Kids are All Right: Literature for 0-18 (11154) | 3 credit points — Level 3

Impact and Enterprise G (11155) | 3 credit points — Level G

Heritage Materials and Their Environments G (11160) | 3 credit points — Level
G

The Cultural Significance of Patina G (11161) | 3 credit points — Level G

Heritage Materials - Structure and Integrity G (11162) | 3 credit points — Level
G

Heritage Materials - Aesthetics and Stability G (11163) | 3 credit points — Level
G

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

Communicating Politics G (11627) | 3 credit points — Level G

Communication Trends and Innovation G (11630) | 3 credit points — Level G

Industry and Identity: Challenges and Triumphs G (11638) | 3 credit points —
Level G

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

Emerging Production Technologies (11839) | 3 credit points — Level 3
Digital Production Project (11840) | 3 credit points — Level 3
Indigeneity and the Creative Sector G (11863) | 3 credit points — Level G
Visual Communication for Creative Businesses G (11869) | 3 credit points — Level G
UX Design G (11870) | 3 credit points — Level G
Sports Media and Society (11934) | 3 credit points — Level 3
Deep Dives (12028) | 3 credit points — Level 3
Public Opinion (12030) | 3 credit points — Level 3
Integrated Digital Marketing and Communication G (12033) | 3 credit points — Level G
Reputation: Issues and Crisis Communication (12081) | 3 credit points — Level 3
Social Media Campaigns (12082) | 3 credit points — Level 3
Professional Practice (Internships A) (12144) | 3 credit points — Level 3

Digital Media - Must pass 6 credit points as follows

Restricted Choice - Must pass 3 credit points from the following

Professional Practice (Internships B) (11832) | 3 credit points — Level 3
Professional Practice (Advanced Industry Studios) (11834) | 3 credit points — Level 3
Professional Practice (Internships A) (12144) | 3 credit points — Level 3

Required - Must pass 3 credit points as follows

Professional Practice (Industry Studios) (11831) | 3 credit points — Level 2

- 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

UC - Canberra, Bruce

Current and Commencing Students

Year 1

Semester 1

Students are advised to contact their faculties to obtain a personalised study plans incorporating their chosen specialisation combination.

Course information

Course duration

Standard 4 years full time or part-time equivalent. Maximum 10 years from date of enrolment to date of course completion.

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 Media Production \(SM0098\)](#)
- [Specialist Major in Global Studies \(SM0005\)](#)
- [Specialist Major in Corporate and Public Communication \(SM0006\)](#)
- [Specialist Major in Sports Media \(SM0009\)](#)
- [Specialist Major in Literary Studies \(SM0045\)](#)
- [Specialist Major in Journalism \(SM0007\)](#)
- [Specialist Major in Culture and Heritage \(SM0002\)](#)
- [Specialist Major in Digital Media \(SM0003\)](#)
- [Specialist Major in Social Media and Content Creation \(SM0097\)](#)
- [Specialist Major in Marketing Communication \(SM0008\)](#)
- [Specialist Major in Public Relations and Strategic Communication \(SM0096\)](#)
- [Specialist Major in Creative Writing \(SM0001\)](#)
- [Specialist Major in Game Development \(SM0092\)](#)
- [Specialist Major in Film Production \(SM0004\)](#)

Awards

Award	Official abbreviation
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Bachelor of Arts	BA
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 (Journalism)	BComm&Media (Jnl)
Bachelor of Communication and Media (Marketing Communication)	BComm&Media (MktgComm)
Bachelor of Communication and Media (Sports Media)	BComm&Media (SportsMedia)
Bachelor of Communication and Media (Public Relations and Strategic Communication)	BComm&Media (PRSC)
Bachelor of Communication and Media (Social Media and Content Creation)	BComm&Media (SMCC)
Bachelor of Communication and Media (Media Production)	BComm&Media (MediaProd)

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
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Prospective Domestic Students:	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)
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University of Canberra, Bruce ACT 2617 Australia

+61 2 6201 5111

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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.