

# Bachelor of Communication and Media (Corporate and Public Communication) (ARB101.1)

Please note these are the 2021 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	3.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
UAC code	362427
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). <a href="#">View IELTS equivalences</a>

## International students

<b>Academic entry requirements</b>	<p>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 <a href="#">academic entry requirements page</a>.</p> <p><a href="#">View UC's academic entry requirements</a></p>
<b>Delivery mode</b>	On campus
<b>Location</b>	Bruce, Canberra
<b>Duration</b>	3.0 years
<b>Faculty</b>	Faculty of Arts and Design
<b>Discipline</b>	School of Arts and Communications
<b>CRICOS code</b>	095566J
<b>English language requirements</b>	<p>An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).</p> <p><a href="#">View IELTS equivalences</a></p>

# About this course

## Make a creative difference in the nation's capital

This course aims to produce critically aware, ethically responsible and multi-skilled professionals who will thrive in the interlinked industries of public relations, public affairs and corporate communications.

In this unique national capital setting, you'll explore how historical and current social, political and economic processes influence, and are influenced by, communication.

## Study a Bachelor of Communication and Media (Corporate and Public Communication) at UC and you will:

- learn strategy and campaign development; social and digital analytics; the basics of graphic design and visual language; multi-media production and stakeholder management
- evaluate the cultural, historical and theoretical models of corporate and public communication in the context of professional practice

- create professional communication and media outputs which support, promote or critique a range of domestic and global programs or issues
- develop critical reflection and creative problem-solving skills
- learn to apply your professional judgement responsibly and ethically.

## Work Integrated Learning

Work Integrated Learning is a key feature of the Bachelor of Communications and Media (Corporate and Public Communication), with workplace visits, regular case study analysis, communications mentoring, and involvement in 'live' projects for real-world industry clients. Past team-based experiences have included projects for Barnados Australia, The Street Theatre, Calvary Hospital and SEE-Change.

Internships are a compulsory part of the course and you'll undertake placements within your choice of the public, private and not-for-profit sectors. Previous internship positions have included PR agencies ContentGroup, Threesides Marketing, Rowdy Digital and Fifty Acres; government departments such as Communications and the Arts, and Innovation, Industry and Science; and not-for-profits including Soldier On, Lifeline, and SIDS and Kids.

## Career opportunities

- Public relations executive
- Publicist
- Freelance public relations consultant
- Public affairs manager
- Corporate communications manager
- Community relations officer
- Media manager
- Communication strategist
- Media adviser
- Marketing manager
- Social media/online community manager
- Communication officer or manager
- Fundraising/sponsorship manager

## Course-specific information

If you're interested in pursuing a career in research, we provide a clear pathway to the Master of Communication degree.

## Professional accreditation

To be advised.

# 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

A credit transfer arrangement is available for this course for the following institutions:

### Bangkok University

[Bachelor of Arts in Communication Arts \(27573\)](#)

### Iaact Malaysia

[Mass Communication - UKTP \(30924\)](#)

### Rangsit University

[Bachelor of Communication Arts \(Public Relations\) \(27673\)](#)

# Course requirements

Bachelor of Communication and Media (Corporate and Public Communication) (ARB101) | 72 credit points

**Required - 48 credit points as follows**

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

**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.

## **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

**Open Electives - 24 credit points as follows**

- - Must pass 24 credit points from anywhere in the University, as a breadth major, a breadth minor and/or as individual units.

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

[Corporate and Public Communication Foundations \(11103\)](#)

[Digital Media Fundamentals \(11080\)](#)

[Professional Orientation \(Communication and Media\) \(10335\)](#)

[The Art and Power of Communication \(11079\)](#)

#### Semester 2

Open Elective unit

[Engaging Audiences \(11082\)](#)

[Managing Brands \(11097\)](#)

[Producing Credible Communication \(11081\)](#)

### Year 2

#### Semester 1

[Visual Representation Techniques \(11041\)](#)

Two Open Elective units

[Strategic Communication Research and Planning \(11105\)](#)

#### Semester 2

[Advocacy and Influence: Shaping Public Opinion \(11091\)](#)

Open Elective unit

11829 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

[Digital Engagement and Analytics \(11104\)](#)

### **Year 3**

#### **Semester 1**

[Strategic Project Management \(11107\)](#)

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

Two Open Elective units

#### **Semester 2**

[Organisational Communication \(11106\)](#)

[Professional Evidence \(Communication and Media\) \(11083\)](#)

Two Open Elective units

## **Standard Full Time, Semester 2 Commencing**

### **Year 1**

#### **Semester 2**

[Engaging Audiences \(11082\)](#)

[Managing Brands \(11097\)](#)

[Producing Credible Communication \(11081\)](#)

[Professional Orientation \(Communication and Media\) \(10335\)](#)

### **Year 2**

#### **Semester 1**

[Digital Media Fundamentals \(11080\)](#)

Open Elective unit

[Corporate and Public Communication Foundations \(11103\)](#)

[The Art and Power of Communication \(11079\)](#)

#### **Semester 2**

[Advocacy and Influence: Shaping Public Opinion \(11091\)](#)

[Digital Engagement and Analytics \(11104\)](#)

Two Open Elective units

### **Year 3**

**Semester 1**

[Visual Representation Techniques \(11041\)](#)

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

Open Elective unit

[Strategic Communication Research and Planning \(11105\)](#)

**Semester 2**

Two Open Elective units

[Organisational Communication \(11106\)](#)

11829 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

**Year 4****Semester 1**

[Professional Evidence \(Communication and Media\) \(11083\)](#)

Two Open Elective units

[Strategic Project Management \(11107\)](#)

## Standard Full Time, Winter Term Commencing

**Year 1****Semester 2**

[Professional Orientation \(Communication and Media\) \(10335\)](#)

Open Elective unit

[Engaging Audiences \(11082\)](#)

[Producing Credible Communication \(11081\)](#)

**Winter Term**

[Digital Media Fundamentals \(11080\)](#)

[Managing Brands \(11097\)](#)

**Year 2****Semester 1**

[Visual Representation Techniques \(11041\)](#)

Open Elective unit

[Corporate and Public Communication Foundations \(11103\)](#)



[The Art and Power of Communication \(11079\)](#)

**Semester 2**

Open Elective unit

11829 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

[Advocacy and Influence: Shaping Public Opinion \(11091\)](#)

[Digital Engagement and Analytics \(11104\)](#)

**Winter Term**

Two Open Elective units

**Year 3**

**Semester 1**

[Strategic Project Management \(11107\)](#)

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

Open Elective unit

[Strategic Communication Research and Planning \(11105\)](#)

**Semester 2**

[Organisational Communication \(11106\)](#)

Two Open Elective units

[Professional Evidence \(Communication and Media\) \(11083\)](#)

# Course information

## Course duration

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

## Learning outcomes

Learning outcomes	Related graduate attributes
Create professional communication and media outputs supporting, promoting or critiquing a range of domestic and global programs or issues.	2.1 UC graduates are global citizens: think globally about issues in their profession; and  2.4 UC graduates are global citizens: communicate effectively in diverse cultural and social settings.

Evaluate the cultural, historical and theoretical paradigms of corporate and public communication which contextualize professional practice.	<p>1.1 UC graduates are professional: employ up-to-date and relevant knowledge and skills;</p> <p>2.3 UC graduates are global citizens: understand issues in their profession from the perspective of other cultures; and</p> <p>2.6 UC graduates are global citizens: behave ethically and sustainably in their professional and personal lives.</p>
Critically reflect, creatively problem solve and apply professional judgement responsibly and ethically as appropriate for professional practice.	<p>1.5 UC graduates are professional: display initiative and drive, and use their organisational skills to plan and manage their workload;</p> <p>3.1 UC graduates are lifelong learners: reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; and</p> <p>3.2 UC graduates are lifelong learners: be self-aware.</p>

## Majors

- [Specialist Major in Corporate and Public Communication \(SM0006\)](#)
- [Core Major in Communication and Media \(CM0002\)](#)

## Awards

Award	Official abbreviation
Bachelor of Communication and Media (Corporate and Public Communication)	BComm&Media (Corp&PubComm)

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

## Download your course guide



# Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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University of Canberra, Bruce ACT 2617 Australia

+61 2 6201 5111

ABN 81 633 873 422

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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.