

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

Please note these are the 2022 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.

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>
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Duration	3.0 years
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UAC code	362427
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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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Fees	2021: Commonwealth Supported Place 2022: Commonwealth Supported Place <b>Disclaimer:</b> Annual fee rates <p>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 <a href="#">here</a>.</p>
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## 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
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entry requirements, visit our [academic entry requirements page](#).

[View UC's academic entry requirements](#)

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**English language requirements**

An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

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**CRICOS code**

095566J

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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**

3.0 years

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**Fees**

2021: \$28,000 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

### 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

Year	Location	Teaching period	Teaching start date	Domestic	International
2022	UC - Canberra, Bruce	Semester 1	07 February 2022	✓	✓
2022	UC - Canberra, Bruce	Winter Term	30 May 2022	✓	
2022	UC - Canberra, Bruce	Semester 2	01 August 2022	✓	✓
2023	UC - Canberra, Bruce	Semester 1	06 February 2023	✓	✓
2023	UC - Canberra, Bruce	Winter Term	30 May 2023	✓	
2023	UC - Canberra, Bruce	Semester 2	31 July 2023	✓	✓
2024	UC - Canberra, Bruce	Semester 1	05 February 2024	✓	✓
2024	UC - Canberra, Bruce	Winter Term	27 May 2024	✓	
2024	UC - Canberra, Bruce	Semester 2	29 July 2024	✓	✓

## Credit arrangements

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

### Bangkok University

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

### Iact Malaysia

[Diploma in Mass Communication \(27594\)](#)

[Diploma in Professional Communication \(27596\)](#)

[Diploma of Advertising and Marketing \(23372\)](#)

### Other Australian Tafe

[Any Australian Diploma \(AQF5\) \(22470\)](#)

[Certificate IV \(Any Completed NRTO Cert IV\) \(22430\)](#)

### Rangsit University

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

### Ucsi University Malaysia

## Course requirements

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

Required - 48 credit points as follows

**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

**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

**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 may need to 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

Semester 2

Corporate and Public Communication Foundations (11103)

Managing Brands (11097)

Digital Media Fundamentals (11080)

Open Elective unit

Professional Orientation (Communication and Media) (10335)

Engaging Audiences (11082)

The Art and Power of Communication (11079)

Producing Credible Communication (11081)

## Year 2

### Semester 1

Strategic Communication Research and Planning (11105)

Two Open Elective units

Visual Representation Techniques (11041)

### Semester 2

Open Elective unit

Advocacy and Influence: Shaping Public Opinion (11091)

Digital Engagement and Analytics (11104)

Professional Practice 1: Work Integrated Learning (11017)

## Year 3

### Semester 1

Professional Practice 2: Work Integrated Learning (11018)

Strategic Project Management (11107)

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

Corporate and Public Communication Foundations (11103)

Digital Media Fundamentals (11080)

The Art and Power of Communication (11079)

Open Elective unit

### Semester 2

Two Open Elective units

Advocacy and Influence: Shaping Public Opinion (11091)

Digital Engagement and Analytics (11104)

## Year 3

### Semester 1

Open Elective unit

Professional Practice 2: Work Integrated Learning (11018)

### Semester 2

Professional Practice 1: Work Integrated Learning (11017)

Two Open Elective units

Strategic Communication Research and Planning (11105)      Organisational Communication (11106)  
Visual Representation Techniques (11041)

#### Year 4

##### Semester 1

Strategic Project Management (11107)

Two Open Elective units

Professional Evidence (Communication and Media) (11083)

Standard Full Time, Winter Term Commencing

#### Year 1

##### Semester 2

Open Elective unit

Engaging Audiences (11082)

Producing Credible Communication (11081)

Professional Orientation (Communication and Media) (10335)

##### Winter Term

Digital Media Fundamentals (11080)

Managing Brands (11097)

#### Year 2

##### Semester 1

The Art and Power of Communication (11079)

Visual Representation Techniques (11041)

Open Elective unit

Corporate and Public Communication Foundations (11103)

##### Semester 2

Advocacy and Influence: Shaping Public Opinion (11091)

Digital Engagement and Analytics (11104)

Open Elective unit

Professional Practice 1: Work Integrated Learning (11017) units

##### Winter Term

Two

Open

Elective

#### Year 3

##### Semester 1

Professional Practice 2: Work Integrated Learning (11018)

Strategic Communication Research and Planning (11105)

Strategic Project Management (11107)

Open Elective unit

##### Semester 2

Organisational Communication (11106)

Professional Evidence (Communication and Media) (11083)

Two Open Elective units

## Course information

## Course duration

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

## Learning outcomes

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

## 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	57



# 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.