

Bachelor of Communication and Media (Marketing Communication) (ARB103.1)

Please note these are the 2023 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

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

[View IELTS equivalences](#)

Duration 3.0 years

UAC code 362429

Faculty Faculty of Arts and Design

Discipline School of Arts and Communications

Location UC - Canberra, Bruce

Fees 2022: Commonwealth Supported Place
2021: 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 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](#)

English language requirements

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

[View IELTS equivalences](#)

CRICOS code

095568G

Faculty

Faculty of Arts and Design

Discipline

School of Arts and Communications

Location

UC - Canberra, Bruce

Duration

3.0 years

Fees

2022: \$30,000 per year

2021: \$28,000 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](#).

About this course

Develop campaigns with creative cut-through

Are you looking for a springboard to work in the rapidly evolving and multifaceted marketing communications industry? With this degree from UC, you'll develop skills and knowledge in strategic and brand development, media engagement, advertising and cross-platform digital communication. You'll refine your analytical and problem-solving skills, as well as your understanding of professionalism and social responsibility.

So that you can hit the ground running, you'll have ongoing exposure to the industry, as well as access to professional internships and training across multi-disciplinary platforms. You'll graduate with a solid understanding of the consumer and the strategic and creative principles involved in professional marketing communications practice, as well as the skills needed to meet industry demands.

Study a Bachelor of Communication and Media (Marketing Communication) at UC and you will:

- align the production of professional marketing communication with industry requirements, standards and global best practice
- apply professional judgement and knowledge in adapting marketing communication theories, principles and methodologies across diverse social, cultural and organisational contexts.

Work Integrated Learning

UC has strong links with government departments and agencies, the private sector and non-profit organisations, and you'll regularly engage with industry through masterclasses, group projects and high-quality professional placements. You'll also have the opportunity to participate in project units where you'll pitch communications and advertising plans to real-world clients, with the possibility of seeing your team's campaign launched in real life.

Undertaking an internship is a compulsory part of the course, and previous student placements have included advertising agencies, such as Leo Burnett Sydney, The Mark Agency, Bohemia, Initiative, AGENCY 9, Giraffe, contentgroup, Zenith Melbourne, Ikon Communications, and Coordinate, as well as the Canberra Theatre Centre, the Royal Society for the Blind, Brumbies Rugby, federal and ACT government departments, and more. You'll also be invited to join the UC Advertising and Marketing Society (UCAMS) which provides members with real industry exposure and networking opportunities in a fun and supportive environment.

Career opportunities

- Advertising account executive
- Advertising campaign manager
- Advertising traffic manager
- Account coordinator
- Account planner
- Brand manager
- Digital advertising sales manager
- Digital advertising specialist
- Events manager
- Marketing manager
- Marketing consultant
- Marketing analyst
- Product manager
- Media coordinator
- Media planner/buyer
- Art director
- Illustrator
- Copywriter
- Sales agent
- Social media coordinator
- Direct marketing coordinator
- Media analyst
- Promotions manager
- Sponsorship coordinator
- Web analytics consultant
- Website designer

Course-specific information

The course is accredited with the International Advertising Association (IAA) and the Media Federation of Australia (MFA), ensuring career-ready graduates with solid employment prospects.

We offer a range of short and longer term international study and internship opportunities which count as credit towards your degree. 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>

Periods course is open for new admissions

Year	Location	Teaching period	Teaching start date	Domestic	International
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 \(27674\)](#)

Beijing Institute Of Graphic Communication

[Bachelor of Marketing - Semester 2 Commencement \(22650\)](#)

Binus International

[Bachelor of Marketing Communications \(27793\)](#)

[Bachelor of Mass Communications \(27813\)](#)

Hubei University

Bachelor Program of International Affairs and International Relations - Semester 1 Commencement (22376)

Bachelor Program of International Affairs and International Relations - Semester 2 Commencement (22391)

TAFE Malaysia

Diploma in Marketing and Advertising (27655)

Diploma in Marketing and Advertising (23391)

Other Australian TAFE

Any Australian Diploma (AQF5) (22456)

Certificate IV (Any Completed NERTO Cert IV) (22451)

Rangsit University

Bachelor of Communication Arts (Advertising) (27894)

Research Institute Of Tsinghua University In Shenzhen

Accounting and Finance Program (23731)

Business Administration Program (23732)

Computer Science Program (23712)

Ucsi University Malaysia

Bachelor of Arts in Branding and Advertising (24cp) (24693)

Bachelor of Arts in Branding and Advertising (48cp) (27654)

Bachelor of Mass Communication (24695)

University Of Canberra College

Diploma of Communication (20232)

University Of Mumbai Affiliated Institutions

Bachelor of Mass Media (Specialising in Advertising) (27913)

Zhixing College, Hubei University

Diploma of Advertising Design and Production (23950)

Course requirements

Bachelor of Communication and Media (Marketing Communication) (ARB103) | 72 credit points

Required - 48 credit points as follows

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

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

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

Digital Media Fundamentals (11080)

Foundations of Marketing Communication (11096)

Professional Orientation (Communication and Media) (10335)

The Art and Power of Communication (11079)

Semester 2

Managing Brands (11097)

Open Elective unit

Engaging Audiences (11082)

Producing Credible Communication (11081)

Year 2

Semester 1

Marketing Communication Strategy (11099)

Visual Representation Techniques (11041)

Two Open Elective units

Semester 2

Open Elective unit

Media Analysis and Planning (11098)

Professional Practice 1: Work Integrated Learning (11017)

Stakeholder Engagement (11101)

Year 3

Semester 1

Semester 2

Professional Practice 2: Work Integrated Learning (11018)

The Craft of Creative Communication (11100)

Two Open Elective units

Global Brand Communication (11102)

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

Open Elective unit

Digital Media Fundamentals (11080)

Foundations of Marketing Communication (11096)

The Art and Power of Communication (11079)

Semester 2

Stakeholder Engagement (11101)

Two Open Elective units

Media Analysis and Planning (11098)

Year 3

Semester 1

Marketing Communication Strategy (11099)

Professional Practice 2: Work Integrated Learning (11018)

Visual Representation Techniques (11041)

Open Elective unit

Semester 2

Two Open Elective units

Global Brand Communication (11102)

Professional Practice 1: Work Integrated Learning (11017)

Year 4

Semester 1

Professional Evidence (Communication and Media) (11083)

The Craft of Creative Communication (11100)

Two Open Elective units

Standard Full Time, Winter Term Commencing

Year 1

Semester 2

Engaging Audiences (11082)

Producing Credible Communication (11081)

Winter Term

Digital Media Fundamentals (11080)

Managing Brands (11097)

Open Elective unit

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

Year 2

Semester 1

[Foundations of Marketing Communication \(11096\)](#)

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

Open Elective unit

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

Semester 2

[Stakeholder Engagement \(11101\)](#)

Open Elective unit

[Media Analysis and Planning \(11098\)](#)

[Professional Practice 1: Work Integrated Learning \(11017\)](#) units

Winter

Term

Two

Open

Elective

Year 3

Semester 1

Open Elective unit

[Marketing Communication Strategy \(11099\)](#)

[Professional Practice 2: Work Integrated Learning \(11018\)](#)

[The Craft of Creative Communication \(11100\)](#)

Semester 2

[Global Brand Communication \(11102\)](#)

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
Align the production of professional marketing communication with industry requirements, standards and global best practice.	<ol style="list-style-type: none">UC graduates are professional:<ol style="list-style-type: none">Employ up-to-date and relevant knowledge and skills;Communicate effectively;Use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;Work collaboratively as part of a team, negotiate, and resolve conflict;Display initiative and drive, and use their organisational skills to plan and manage their workload; andTake pride in their professional and personal

integrity.

Apply professional judgement and knowledge in adapting marketing communication theories, principles and methodologies to professional practice across diverse social, cultural and organisational contexts.

1. UC graduates are professional:

1.1 Employ up-to-date and relevant knowledge and skills;

1.2 Communicate effectively;

1.3 Use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;

1.4 Work collaboratively as part of a team, negotiate, and resolve conflict;

1.5 Display initiative and drive, and use their organisational skills to plan and manage their workload; and

1.6 Take pride in their professional and personal integrity.

Majors

- [Core Major in Communication and Media \(CM0002\)](#)
- [Specialist Major in Marketing Communication \(SM0008\)](#)

Awards

Award	Official abbreviation
Bachelor of Communication and Media (Marketing Communication)	BComm&Media (MktgComm)

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	105

Enquiries

Student category	Contact details
Prospective Domestic Students:	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)

Prospective International Students:

Email international@canberra.edu.au or Phone +61 2 6201 5342

Current and Commencing Students:

Email FAD.Student@canberra.edu.au 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.