

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

Please note these are the 2024 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	362429
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>	095568G
<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

## 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
2025	Bruce, Canberra	Semester 1	03 February 2025	✓	✓
2025	Bruce, Canberra	Winter Term	26 May 2025	✓	
2025	Bruce, Canberra	Semester 2	28 July 2025	✓	✓
2026	Bruce, Canberra	Semester 1	16 February 2026	✓	✓
2026	Bruce, Canberra	Winter Term	08 June 2026	✓	

2026	Bruce, Canberra	Semester 2	10 August 2026		
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## 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 Marketing Communications - Corporate Communication & Brand Communication Stream \(29920\)](#)

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

[Bachelor of Mass Communications-Strategic Digital Production & Creative Digital Broadcasting Stream \(29963\)](#)

### Iact Malaysia

[Diploma in Marketing and Advertising - Semester 1 Commencing \(32470\)](#)

[Diploma in Marketing and Advertising - Semester 2 Commencing \(32469\)](#)

[Mass Communication - UKTP \(32506\)](#)

### Other Australian Tafe

[Any Australian Diploma \(AQF5\) \(22456\)](#)

[Certificate IV \(Any Completed NRT0 Cert IV \) \(22451\)](#)

### Rangsit University

[Bachelor of Communication Arts \(Advertising\) \(27894\)](#)

### University Of Canberra College

[Diploma of Communication \(29659\)](#)

### 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

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

### 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 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 and request a personalised course plan if you are not sure.

## 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.

1. 3 credit points of open electives must be completed at level 3 or above to ensure compliance with the Course Procedure - Courses and Course Components.

2. For further details, see the Course Procedure - Courses and Course Components at <https://policies.canberra.edu.au/document/view-current.php?id=180>

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

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

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

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

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

#### Semester 2

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

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

Open Elective unit

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

## **Year 2**

### **Semester 1**

Two Open Elective units

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

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

### **Semester 2**

Open Elective unit

12144 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

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

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

## **Year 3**

### **Semester 1**

Two Open Elective units

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

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

### **Semester 2**

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

Two Open Elective units

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

## **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 \(11080\)](#)

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

Open Elective unit

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

### **Semester 2**

Open Elective unit

12144 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

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

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

## **Year 3**

### **Semester 1**

Two Open Elective units

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

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

### **Semester 2**

Two Open Elective units

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

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

## **Year 4**

### **Semester 1**

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

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

Two Open Elective units

## **Standard Full Time, Winter Term Commencing**

### **Year 1**

### **Semester 2**

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

Open Elective unit

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

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

**Winter Term**

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

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

**Year 2**

**Semester 1**

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

Open Elective unit

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

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

**Semester 2**

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

12144 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

Open Elective unit

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

**Winter Term**

Two Open Elective units

**Year 3**

**Semester 1**

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

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

Open Elective unit

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

**Semester 2**

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

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

Two Open Elective units

# Course information

## Course duration

Standard 3 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
Align the production of professional marketing communication with industry requirements, standards and global best practice.	<p>1. UC graduates are professional:</p> <p>1.1 Employ up-to-date and relevant knowledge and skills;</p> <p>1.2 Communicate effectively;</p> <p>1.3 Use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;</p> <p>1.4 Work collaboratively as part of a team, negotiate, and resolve conflict;</p> <p>1.5 Display initiative and drive, and use their organisational skills to plan and manage their workload; and</p> <p>1.6 Take pride in their professional and personal integrity.</p>

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;

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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)

## 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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ABN 81 633 873 422

CRICOS 00212K

TEQSA Provider ID: PRV12003 (Australian University)

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.