

# Bachelor of Communication and Media (ARB105.1)

Please note these are the 2026 details for this course

## Domestic students

Selection rank	
Delivery mode	Blended On campus
Location	Bruce, Canberra
Duration	3.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
UAC code	
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

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.
<a href="#">View UC's academic entry requirements</a>	

<b>Delivery mode</b>	
<b>Location</b>	
<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>	
<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

Are you ready to tell stories, share ideas, and connect with audiences in powerful and creative ways? A Bachelor of Communication and Media from the University of Canberra will give you the skills to succeed as a professional communicator in an ever-changing media and communication landscape. From day one, you'll learn by doing, working on exciting industry projects and developing a portfolio of work that sets you apart. With six practical majors to choose from, you can tailor your studies to your interests and graduate ready to lead, create, communicate and make a difference in any field you choose. Turn your passion for writing, social media, sport, media production, content creation, social justice or community engagement into a rewarding career with this UC degree.

## 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
2026	Bruce, Canberra	Semester 1	16 February 2026	✓	
2026	Bruce, Canberra	Semester 2	10 August 2026	✓	
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 Communication and Media (ARB105) | 72 credit points

**Required - Must pass 24 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](#)

[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.

## **Restricted Choice - Must pass 24 credit points as follows**

### **Specialisations - 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

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

### **Open Electives - Must pass 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 - Journalism

#### **Year 1**

##### **Semester 1**

Communication and Media: Find Your Path (12228)

Making Media (12218)

Professional Orientation (Communication and Media) (10335)

Understanding Communication and Media (12217)



## **Semester 2**

[On Assignment \(12025\)](#)

[Representation and Diversity \(12220\)](#)

[The Responsible Communicator \(12230\)](#)

Open Elective Unit

## **Year 2**

### **Semester 1**

[Streaming and Social \(12026\)](#)

Three Open Elective Units

### **Semester 2**

[Deep Dives \(12028\)](#)

[Podcasting \(12229\)](#)

[Radio and TV \(12029\)](#)

Restricted Choice Unit

## **Year 3**

### **Semester 1**

[Editorial Leadership \(12031\)](#)

Two Open Elective Units

Restricted Choice Unit

### **Semester 2**

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

[Public Opinion \(12030\)](#)

Two Open Elective Units

## **Standard Full Time, Semester 1 Commencing - Marketing Communication**

## **Year 1**

### **Semester 1**

[Communication and Media: Find Your Path \(12228\)](#)

[Making Media \(12218\)](#)

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

[Understanding Communication and Media \(12217\)](#)

**Semester 2**

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

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

[The Responsible Communicator \(12230\)](#)

Open Elective Unit

**Year 2**

**Semester 1**

[Channel Planning and Selection \(12222\)](#)

[Communication Strategy and Campaign Planning \(12221\)](#)

Two Open Elective Units

**Semester 2**

[Social Media Campaigns \(12082\)](#)

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

Restricted Choice Unit

Open Elective Unit

**Year 3**

**Semester 1**

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

Restricted Choice Unit

Two Open Elective Units

**Semester 2**

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

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

Two Open Elective Units

## Standard Full Time, Semester 1 Commencing - Media Production

**Year 1**

**Semester 1**

[Communication and Media: Find Your Path \(12228\)](#)

[Making Media \(12218\)](#)

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

[Understanding Communication and Media \(12217\)](#)

**Semester 2**

[Image and Animation Production \(12227\)](#)

[Sound Design \(12219\)](#)

[The Responsible Communicator \(12230\)](#)

Open Elective Unit

**Year 2**

**Semester 1**

[Design for Digital Contexts \(11064\)](#)

[Film Tools \(12226\)](#)

[Streaming and Social \(12026\)](#)

Open Elective Unit

**Semester 2**

[Podcasting \(12229\)](#)

Two Open Elective Units

Restricted Choice Unit

**Year 3**

**Semester 1**

[The Creative Producer \(11144\)](#)

Restricted Choice Unit

Two Open Elective Units

**Semester 2**

[Digital Production Project \(11840\)](#)

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

Two Open Elective Units

Standard Full Time, Semester 1 Commencing - Public Relations and Strategic Communication

## **Year 1**

### **Semester 1**

[Communication and Media: Find Your Path \(12228\)](#)

[Making Media \(12218\)](#)

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

[Understanding Communication and Media \(12217\)](#)

### **Semester 2**

[Communicating with Intent: Strategic Communication Foundations \(12223\)](#)

[Representation and Diversity \(12220\)](#)

[The Responsible Communicator \(12230\)](#)

Open Elective Unit

## **Year 2**

### **Semester 1**

[Communication Strategy and Campaign Planning \(12221\)](#)

[Organisational Storytelling: Producing Earned and Owned Media \(12083\)](#)

Two Open Elective Units

### **Semester 2**

[Social Media Campaigns \(12082\)](#)

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

Open Elective Unit

Restricted Choice Unit

## **Year 3**

### **Semester 1**

[Reputation: Issues and Crisis Communication \(12081\)](#)

Restricted Choice Unit

Two Open Elective Units

### **Semester 2**

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

[Public Opinion \(12030\)](#)

Two Open Elective Units

Standard Full Time, Semester 1 Commencing - Social Media and Content Creation

## **Year 1**

### **Semester 1**

[Communication and Media: Find Your Path \(12228\)](#)

[Making Media \(12218\)](#)

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

[Understanding Communication and Media \(12217\)](#)

### **Semester 2**

[Communicating with Intent: Strategic Communication Foundations \(12223\)](#)

[The Responsible Communicator \(12230\)](#)

Two Open Elective Units

## **Year 2**

### **Semester 1**

[Organisational Storytelling: Producing Earned and Owned Media \(12083\)](#)

[Streaming and Social \(12026\)](#)

[Visual Communication Theory and Principles \(11062\)](#)

Open Elective Unit

### **Semester 2**

[Podcasting \(12229\)](#)

[Social Media Campaigns \(12082\)](#)

Open Elective Unit

Restricted Choice Unit

## **Year 3**

### **Semester 1**

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

Restricted Choice Unit

Restricted choice elective

Open Elective Unit

### **Semester 2**

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

Three Open Elective Units

Standard Full Time, Semester 1 Commencing - Sports Media

## **Year 1**

### **Semester 1**

[Communication and Media: Find Your Path \(12228\)](#)

[Making Media \(12218\)](#)

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

[Understanding Communication and Media \(12217\)](#)

### **Semester 2**

[Game On: Sports Media Foundations \(11932\)](#)

[The Responsible Communicator \(12230\)](#)

Two Open Elective Units

## **Year 2**

### **Semester 1**

[Sideline Eye: Sports Reporting \(12224\)](#)

[Streaming and Social \(12026\)](#)

Two Open Elective Units

### **Semester 2**

[Deep Dives \(12028\)](#)

[Podcasting \(12229\)](#)

[Radio and TV \(12029\)](#)

Restricted Choice Unit

## **Year 3**

### **Semester 1**

Restricted choice elective

Restricted Choice Unit

Two Open Elective Units

### **Semester 2**

[Play-by-Play: Sports Media Values \(12225\)](#)

[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
Communicate ethically and responsibly, reflecting and responding to the diversity and needs of audiences across global contexts, including Aboriginal and Torres Strait Islander perspectives.	UC graduates are professional: 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; take pride in their professional and personal integrity.
	UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; behave ethically and sustainably in their professional and personal lives.
	UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; evaluate and adopt new technology.
	UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Use local Indigenous histories and traditional ecological knowledge to develop and augment understanding of their discipline; communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.
Create professional written, audiovisual and multimedia storytelling content, tailored to a range of audiences and platforms, critically using emerging and evolving technologies.	UC graduates are professional: 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; take pride in their

professional and personal integrity.

UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; behave ethically and sustainably in their professional and personal lives.

UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; evaluate and adopt new technology.

UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Use local Indigenous histories and traditional ecological knowledge to develop and augment understanding of their discipline; communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.

Analyse dynamic media and information landscapes to identify relevant audiences and design communication strategies to engage them effectively.

UC graduates are professional: 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; take pride in their professional and personal integrity.

UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; behave ethically and sustainably in their professional and personal lives.

UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; evaluate and adopt new technology.

UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of



	<p>knowing, being and doing: Use local Indigenous histories and traditional ecological knowledge to develop and augment understanding of their discipline; communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.</p>
<p>Collaborate effectively within teams and with stakeholders, demonstrating an understanding of professional workflows and practices.</p>	<p>UC graduates are professional: 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; take pride in their professional and personal integrity.</p> <p>UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; behave ethically and sustainably in their professional and personal lives.</p> <p>UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; evaluate and adopt new technology.</p> <p>UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Use local Indigenous histories and traditional ecological knowledge to develop and augment understanding of their discipline; communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.</p>
<p>Synthesise research, theory and data to develop innovative responses to real-world challenges, driving meaningful impact.</p>	<p>UC graduates are professional: 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; take pride in their professional and personal integrity.</p> <p>UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international</p>

	<p>boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; behave ethically and sustainably in their professional and personal lives.</p> <p>UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; evaluate and adopt new technology.</p> <p>UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Use local Indigenous histories and traditional ecological knowledge to develop and augment understanding of their discipline; communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.</p>
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## Placements requirements

Students must complete at least 100 hours in an approved internship placement in order to successfully complete this course.

## Majors

- [Core Major in Communication and Media \(CM0002\)](#)
- [Specialist Major in Sports Media \(SM0009\)](#)
- [Specialist Major in Media Production \(SM0098\)](#)
- [Specialist Major in Public Relations and Strategic Communication \(SM0096\)](#)
- [Specialist Major in Journalism \(SM0007\)](#)
- [Specialist Major in Social Media and Content Creation \(SM0097\)](#)
- [Specialist Major in Marketing Communication \(SM0008\)](#)

## Awards

Award	Official abbreviation
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

None.

## Enquiries

Student category	Contact details
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 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

## Download your course guide



# Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

Printed on 26, July, 2025

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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.