

# Bachelor of Communication and Media/ Bachelor of Event and Tourism Management (ARMG01.1)

Please note these are the 2021 details for this course

## Domestic students

<b>Selection rank</b>	65 <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.
<b>Delivery mode</b>	On campus
<b>Location</b>	Bruce, Canberra
<b>Duration</b>	4.0 years
<b>Faculty</b>	Faculty of Arts and Design
<b>Discipline</b>	School of Arts and Communications Canberra Business School
<b>UAC code</b>	361532
<b>English language requirements</b>	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

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<b>Academic entry requirements</b>	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> .  <a href="#">View UC's academic entry requirements</a>
<b>Delivery mode</b>	On campus
<b>Location</b>	Bruce, Canberra
<b>Duration</b>	4.0 years
<b>Faculty</b>	Faculty of Arts and Design
<b>Discipline</b>	School of Arts and Communications Canberra Business School
<b>CRICOS code</b>	099002B
<b>English language requirements</b>	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).  <a href="#">View IELTS equivalences</a>

# About this course

## The ultimate show and tell

Use your energy and creativity to design and produce the finest social events, then use your communication and media skills to present your masterpiece on the world stage with the UC Bachelor of Communication and Media/Bachelor of Event and Tourism Management double degree.

The course will push you creatively and will help develop your project management capabilities while giving you the tools to imagine, design and create events that engage, inspire and influence and integrated advertising communication campaigns designed to stimulate maximum audience participation.

Collectively you'll gain a comprehensive understanding of how to produce a world class professional event from initial concept development and funding all the way through to integrated advertising, production and delivery.

This course also offers smaller, more personalised classes, delivering students with an individually tailored learning environment to ensure

they receive the highest level of support and encouragement throughout their UC study journey.

## Study a Bachelor of Communication and Media and Bachelor of Event and Tourism Management at UC and you will:

- apply professional judgement and knowledge in adapting marketing communication theories, principles and methodologies across diverse social, cultural and organisational contexts
- work flexibly, collaboratively and autonomously in deadline-driven environments
- learn strategy and campaign development, social and digital analytics, the basics of graphic design and visual language, multi-media production and stakeholder management
- create professional communication and media work that supports, promotes or critiques a range of domestic and global programs or issues
- apply the management skills necessary to function effectively, strategically and ethically in business and entrepreneurial roles in the event and tourism management arenas.

## Career opportunities

The UC Bachelor of Communication and Media/Bachelor of Event and Tourism Management degree is a unique course that offers highly transferable qualifications that can be used in a variety of industries or jobs, such as:

- event manager
- conference centre manager
- tourism information officer
- restaurant manager
- public relations officer
- marketing manager
- festival program director
- advertising campaign manager
- wedding planner
- travel consultant
- tourism policy officer
- local government economic development manager
- tourism research consultant
- tourism attraction manager
- tourism bus company manager
- hotel or resort executive.

# 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

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/ Bachelor of Event and Tourism Management (ARMG01) | 96 credit points

**Required - Must pass 72 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 and request a personalised course plan if you are not sure.

## Specialist Major in Event and Tourism Management (SM0028) | 24 credit points

### Required - Must pass 24 credit points as follows

Marketing Fundamentals (11176) | 3 credit points – Level 1

Service Systems, Transformation and Wellbeing (11186) | 3 credit points – Level 3

Climate Change and Sustainable Business Futures (11318) | 3 credit points – Level 2

Introduction to Events and Tourism (11321) | 3 credit points – Level 1

Event Development (11322) | 3 credit points – Level 2

Tourism and Communication (11323) | 3 credit points – Level 2

Tourism and the World Economy (11324) | 3 credit points – Level 2

Tourism Policy (11325) | 3 credit points – Level 3

## Core Major in Event and Tourism Management (CM0010) | 24 credit points

### Required - Must pass 24 credit points as follows

Business Decision Making (11009) | 3 credit points – Level 1

Professional Orientation (Business) (11011) | 3 credit points – Level 1

Business Research Methods (11172) | 3 credit points – Level 1  
Introduction to Management (11174) | 3 credit points – Level 1  
Introduction to Economics (11175) | 3 credit points – Level 1  
Destination Management and the Visitor Economy (11210) | 3 credit points – Level 2  
Professional Evidence (Event and Tourism Management) (11211) | 3 credit points – Level 3  
Event Management (11320) | 3 credit points – Level 3

## **Restricted Choice - Must select 1 of the following**

### **Specialist Major in Journalism (SM0007) | 24 credit points**

#### **Required - Must pass 24 credit points as follows**

Journalism Now and Next (11084) | 3 credit points – Level 1  
Street Stories (11085) | 3 credit points – Level 1  
Sound Stories (11086) | 3 credit points – Level 2  
In-Depth: Feature and Specialist Writing (11087) | 3 credit points – Level 3  
Data Journalism (11088) | 3 credit points – Level 2  
Video Live (11089) | 3 credit points – Level 2  
Newsfeed (11090) | 3 credit points – Level 3  
Advocacy and Influence: Shaping Public Opinion (11091) | 3 credit points – Level 3

### **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

### **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

## **Specialist Major in Sports Media (SM0009) | 24 credit points**

### **Required - Must pass 15 credit points as follows**

In-Depth: Feature and Specialist Writing (11087) | 3 credit points – Level 3

Data Journalism (11088) | 3 credit points – Level 2

Video Live (11089) | 3 credit points – Level 2

Newsfeed (11090) | 3 credit points – Level 3

Sideline Eye: Sports Reporting (11093) | 3 credit points – Level 1

### **Restricted Choice - Must pass 9 credit points as follows**

#### **Part A - Must pass 3 credit points from the following**

Game On: Sports Journalism Foundations (11092) | 3 credit points – Level 1

Game On: Sports Media Foundations (11932) | 3 credit points – Level 1

Note:

- From S2 2023 unit 11092 Game On: Sports Journalism Foundations has been replaced with 11932 Game On: Sports Media Foundations.

#### **Part B - Must pass 3 credit points from the following**

Live and Exclusive: Sports Broadcasting (11094) | 3 credit points – Level 2

Sports Broadcasting (11933) | 3 credit points – Level 2

Note:

- From S2 2023 unit 11094 Live and Exclusive: Sports Broadcasting has been replaced with 11933 Sports Broadcasting.

#### **Part C - Must pass 3 credit points from the following**

[The Sports Journalist: Ethical, Lawful and Professional \(11095\) | 3 credit points – Level 3](#)

[Sports Media and Society \(11934\) | 3 credit points – Level 3](#)

Note:

- From S2 2023 unit 11095 The Sports Journalist: Ethical, Lawful and Professional has been replaced with 11934 Sports Media and Society.

- The award name for the Communication & Media part of this course is determined by choice of major. E.g. Spclst Major in Journalism leads to the award 'Bachelor of Communication & Media (Journalism)'.

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

## Course information

### Course duration

Standard 4 years full time or equivalent. Maximum 10 years.

### Learning outcomes

Learning outcomes	Related graduate attributes
Refer to individual courses.	-

### Majors

- [Specialist Major in Journalism \(SM0007\)](#)
- [Specialist Major in Marketing Communication \(SM0008\)](#)
- [Specialist Major in Event and Tourism Management \(SM0028\)](#)
- [Specialist Major in Sports Media \(SM0009\)](#)
- [Core Major in Communication and Media \(CM0002\)](#)
- [Core Major in Event and Tourism Management \(CM0010\)](#)
- [Specialist Major in Corporate and Public Communication \(SM0006\)](#)

### Awards



Award	Official abbreviation
Bachelor of Event and Tourism Management	B Event&TrsmMgt
Bachelor of Communication and Media (Corporate and Public Communication)	BComm&Media (Corp&PubComm)
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)

## Honours

Refer to individual courses.

## Related courses

- [Bachelor of Communication and Media \(Corporate and Public Communication\) \(ARB101\)](#)
- [Bachelor of Communication and Media \(Journalism\) \(ARB102\)](#)
- [Bachelor of Communication and Media \(Marketing Communication\) \(ARB103\)](#)
- [Bachelor of Communication and Media \(Sports Media\) \(ARB104\)](#)
- [Bachelor of Event and Tourism Management \(MGB401\)](#)

## 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 International Students:	Email <a href="mailto:international@canberra.edu.au">international@canberra.edu.au</a> or Phone +61 2 6201 5342
Prospective Domestic Students:	Email <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> or Phone 1800 UNI CAN (1800 864 226)

[Download your course guide](#)



# Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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CRICOS 00212K

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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.