

# Bachelor of Politics and International Relations/ Bachelor of Communication and Media (SCAR01.1)

Please note these are the 2022 details for this course

## Domestic students

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**Selection rank** 65

**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.

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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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**Duration** 4.0 years

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**UAC code** 361529

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**Faculty** Faculty of Business, Government & Law

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**Discipline** School of Arts and Communications  
Canberra School of Politics, Economics and Society

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**Location** UC - Canberra, Bruce

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**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

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**Academic entry requirements**

To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to

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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](#)

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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**

099000D

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**Faculty**

Faculty of Business, Government & Law

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**Discipline**

School of Arts and Communications  
Canberra School of Politics, Economics and Society

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**Location**

UC - Canberra, Bruce

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**Duration**

4.0 years

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**Fees**

2022: \$32,800 per year

2021: \$32,300 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

### Learn how to communicate at the highest levels

If you're interested in a career in the fast-paced world of international politics, media and communication, then the Bachelor of Politics and International Relations/Bachelor Communication and Media course will give you the skills, knowledge, qualifications and confidence to engage in top level discussions at the highest levels.

This course will cover the theory and practical application of political principles, concepts and the issues that are shaping the global geopolitical landscape, while simultaneously developing your creative, critical, professional and personal communication capabilities.

Collectively, you'll gain a high level of theoretical and empirical analysis skills and a comprehensive understanding of how to use communication and media to inform, engage, persuade and influence change across a wide range of audience demographics.

Each elective is taught within a smaller, more personalised class, offering students an individually tailored learning environment that will ensure they'll receive the highest level of support and encouragement throughout their UC study journey.

# Study a Bachelor of Politics and International Relations and Bachelor of Communication at UC and you will:

- explore theories, institutions, policies and practices in the disciplines of politics and international relations in both contemporary and historical contexts
- learn strategy and campaign development, social and digital analytics, the basics of graphic design and visual language, multi-media production and stakeholder management
- apply in-depth knowledge of political science and international relations in a rapidly changing geo-political environment
- evaluate and apply a range of research methods and analytical techniques to enhance your critical thinking, communication and problem-solving abilities in Australian and international contexts
- apply professional judgement and knowledge in adapting marketing communication theories, principles and methodologies across diverse social, cultural and organisational contexts
- become a confident professional storyteller with the ability to work locally, regionally and internationally
- evaluate the cultural, historical and theoretical models of corporate and public communication in the context of professional practice
- produce professional communication and media work that supports, promotes or critiques a range of domestic and global programs or issues.

## Career opportunities

The UC Bachelor of Politics and International Relations/Bachelor of Communication and Media double degree offers highly transferrable qualifications that could easily lead to successful careers as a:

- member of parliament
- public affairs consultant
- political researcher
- intelligence officer
- national security adviser
- foreign policy adviser
- political adviser
- diplomat
- campaign director
- campaign manager
- brand manager
- digital advertising sales manager
- marketing manager
- media analyst
- freelance consultant
- public affairs manager
- corporate communications manager
- media analystcommunication strategist
- marketing manager.

## 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	Semester 2	01 August 2022	✓	✓
2023	UC - Canberra, Bruce	Semester 1	06 February 2023	✓	✓
2023	UC - Canberra, Bruce	Semester 2	31 July 2023	✓	✓
2024	UC - Canberra, Bruce	Semester 1	05 February 2024	✓	✓
2024	UC - Canberra, Bruce	Semester 2	29 July 2024	✓	✓

## 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](#). Credit is not permitted towards completion of a graduate certificate.

## Course requirements

### Bachelor of Politics and International Relations/ Bachelor of Communication and Media (SCAR01) | 96 credit points

Required - Must pass 72 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 Politics and International Relations (SM0030) | 24 credit points**

**Required - Must pass 18 credit points as follows**

Introduction to International Relations (11238) | 3 credit points – Level 1

Politics and Democracy (11239) | 3 credit points – Level 1

Behavioural Science (11240) | 3 credit points – Level 2

Political Leadership (11241) | 3 credit points – Level 3

National Security (11242) | 3 credit points – Level 3

Political and Social Theory (11243) | 3 credit points – Level 2

**Restricted Choice - 6 credit points as follows**

**National Security Stream - Must pass 6 credit points as follows**

The Challenge of Modern Terrorism (11245) | 3 credit points – Level 3

Politics and Security in the Asia-Pacific (11250) | 3 credit points – Level 3

**International Politics Stream - Must pass 6 credit points as follows**

Contemporary Regional Politics in a Global Context (11244) | 3 credit points – Level 3

Citizens, States and Societies (11247) | 3 credit points – Level 3

**Core Major in Government and Policy (CM0008) | 24 credit points**

**Required - Must pass 18 credit points as follows**

Professional Orientation (Government and Policy) (11012) | 3 credit points – Level 1

Introduction to Economics (11175) | 3 credit points – Level 1

Introduction to Politics and Government (11235) | 3 credit points – Level 1

Investigating and Explaining Society (11236) | 3 credit points – Level 1

Professional Evidence (Government and Policy) (11237) | 3 credit points – Level 3

Introduction to Public Policy (11378) | 3 credit points – Level 1

**Restricted Choice - Must pass 6 credit points from the following**

International Business Study Tour (9628) | 3 credit points – Level 2

Business, Government & Law Extended Internship (10158) | 6 credit points – Level 3

Business, Government & Law Professional Internship (10236) | 12 credit points – Level 3

BGL Internship (Commerce) (11166) | 3 credit points – Level 3

BGL Internship (Business and Management) (11167) | 3 credit points – Level 3

BGL Internship (Government and Policy) (11168) | 3 credit points – Level 3

Organisational Communications, Culture and Change (11169) | 3 credit points – Level 3

Business Communication (11170) | 3 credit points – Level 2

Social Enterprise (11379) | 3 credit points – Level 2

BGL Research Internship (11571) | 3 credit points – Level 3

Note:

- Credit Points: Students who want to do more than 6 credit points from this list may count them towards Open Electives.
- International Exchange: Students may also choose to undertake units at an international institution, subject to approval by the Program Director.

- Students will only complete one Professional Orientation unit and take an Open Elective unit to meet credit point requirements.

**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 24 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
- Game On: Sports Journalism Foundations (11092) | 3 credit points – Level 1
- Sideline Eye: Sports Reporting (11093) | 3 credit points – Level 1
- Live and Exclusive: Sports Broadcasting (11094) | 3 credit points – Level 2

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

- 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 may need to meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

## Typical study pattern

### UC - Canberra, Bruce

Corporate & Public Communication Specialisation - Standard Full Time, Semester 1 Commencing

#### Year 1

##### Semester 1

Digital Media Fundamentals (11080)

10335 Professional Orientation (Communication & Media) OR

11012 Professional Orientation (Government & Policy)

Introduction to Politics and Government (11235)

The Art and Power of Communication (11079)

##### Semester 2

Engaging Audiences (11082)

Introduction to International Relations (11238)

Investigating and Explaining Society (11236)

Managing Brands (11097)

#### Year 2

##### Semester 1

Corporate and Public Communication Foundations (11103)

Introduction to Economics (11175)

Visual Representation Techniques (11041)

Open Elective unit

##### Semester 2

Digital Engagement and Analytics (11104)

Introduction to Public Policy (11378)

Politics and Democracy (11239)

Producing Credible Communication (11081)

#### Year 3

##### Semester 1

Behavioural Science (11240)

Political and Social Theory (11243)

Professional Practice 2: Work Integrated Learning (11018)

Strategic Communication Research and Planning (11105)

##### Semester 2

Core Major in Government & Policy Restricted Choice unit

Advocacy and Influence: Shaping Public Opinion (11091)

Organisational Communication (11106)

Professional Practice 1: Work Integrated Learning (11017)

#### Year 4

##### Semester 1

Strategic Project Management (11107)

National Security OR International Politics Stream Unit

National Security (11242)

##### Semester 2

Political Leadership (11241)

National Security OR International Politics Stream Unit

Professional Evidence (Communication and Media) (11083)

Core Major in Government & Policy Restricted Choice unit

Corporate & Public Communication Specialisation - Standard Full Time, Semester 2 Commencing

**Year 1**

**Semester 2**

Engaging Audiences (11082)

Introduction to International Relations (11238)

Managing Brands (11097)

10335 Professional Orientation (Communication & Media) OR 11012 Professional Orientation (Government & Policy)

**Year 2**

**Semester 1**

Corporate and Public Communication Foundations (11103)

Introduction to Economics (11175)

Introduction to Politics and Government (11235)

The Art and Power of Communication (11079)

**Semester 2**

Digital Engagement and Analytics (11104)

Introduction to Public Policy (11378)

Investigating and Explaining Society (11236)

Producing Credible Communication (11081)

**Year 3**

**Semester 1**

Behavioural Science (11240)

Digital Media Fundamentals (11080)

Strategic Communication Research and Planning (11105)

Open Elective unit

**Semester 2**

Organisational Communication (11106)

Political Leadership (11241)

Politics and Democracy (11239)

Professional Practice 1: Work Integrated Learning (11017)

**Year 4**

**Semester 1**

Core Major in Government & Policy Restricted Choice unit

Political and Social Theory (11243)

Professional Practice 2: Work Integrated Learning (11018)

Visual Representation Techniques (11041)

**Semester 2**

National Security OR International Politics Stream Unit

Professional Evidence (Communication and Media) (11083)

Core Major in Government & Policy Restricted Choice unit

Advocacy and Influence: Shaping Public Opinion (11091)

**Year 5**

**Semester 1**

National Security OR International Politics Stream Unit

National Security (11242)

Professional Evidence (Government and Policy) (11237)



Strategic Project Management (11107)

Journalism Specialisation - Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

The Art and Power of Communication (11079)

10335 Professional Orientation (Communication & Media) OR

11012 Professional Orientation (Government & Policy)

Digital Media Fundamentals (11080)

Introduction to Politics and Government (11235)

Semester 2

Engaging Audiences (11082)

Introduction to International Relations (11238)

Investigating and Explaining Society (11236)

Producing Credible Communication (11081)

Year 2

Semester 1

Open Elective unit

Introduction to Economics (11175)

Journalism Now and Next (11084)

Political and Social Theory (11243)

Semester 2

In-Depth: Feature and Specialist Writing (11087)

Introduction to Public Policy (11378)

Politics and Democracy (11239)

Street Stories (11085)

Year 3

Semester 1

Behavioural Science (11240)

Data Journalism (11088)

Professional Practice 1: Work Integrated Learning (11017)

Sound Stories (11086)

Semester 2

Core Major in Government & Policy Restricted Choice unit

Advocacy and Influence: Shaping Public Opinion (11091)

Professional Practice 2: Work Integrated Learning (11018)

Video Live (11089)

Year 4

Semester 1

Core Major in Government & Policy Restricted Choice unit

National Security OR International Politics Stream Unit

National Security (11242)

Newsfeed (11090)

Semester 2

11083 Professional Evidence (Communication & Media) OR

11237 Professional Evidence (Government & Policy)

Open Elective unit

National Security OR International Politics Stream Unit

Political Leadership (11241)

Journalism Specialisation - Standard Full Time, Semester 2 Commencing

Year 1

Semester 2

Engaging Audiences (11082)

[Introduction to International Relations \(11238\)](#)

[10335 Professional Orientation \(Communication & Media\) OR 11012 Professional Orientation \(Government & Policy\)](#)

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

## Year 2

### Semester 1

[Introduction to Economics \(11175\)](#)

[Introduction to Politics and Government \(11235\)](#)

[Journalism Now and Next \(11084\)](#)

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

### Semester 2

[In-Depth: Feature and Specialist Writing \(11087\)](#)

[Introduction to Public Policy \(11378\)](#)

[Investigating and Explaining Society \(11236\)](#)

[Street Stories \(11085\)](#)

## Year 3

### Semester 1

[Behavioural Science \(11240\)](#)

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

[Sound Stories \(11086\)](#)

Open Elective unit

### Semester 2

[Political Leadership \(11241\)](#)

[Politics and Democracy \(11239\)](#)

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

[Video Live \(11089\)](#)

## Year 4

### Semester 1

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

Core Major in Government & Policy Restricted Choice unit

[Data Journalism \(11088\)](#)

[Political and Social Theory \(11243\)](#)

### Semester 2

Core Major in Government & Policy Restricted Choice unit

[Advocacy and Influence: Shaping Public Opinion \(11091\)](#)

National Security OR International Politics Stream Unit

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

## Year 5

### Semester 1

[National Security \(11242\)](#)

[Newsfeed \(11090\)](#)

[Professional Evidence \(Government and Policy\) \(11237\)](#)

National Security OR International Politics Stream Unit

Marketing Communication Specialisation - Standard Full Time, Semester 1 Commencing

## Year 1

### Semester 1

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

### Semester 2

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

Introduction to Politics and Government (11235)

Introduction to International Relations (11238)

The Art and Power of Communication (11079)

Investigating and Explaining Society (11236)

10335 Professional Orientation (Communication & Media) OR

Managing Brands (11097)

11012 Professional Orientation (Government & Policy)

## Year 2

### Semester 1

Open Elective unit

Foundations of Marketing Communication (11096)

Introduction to Economics (11175)

Marketing Communication Strategy (11099)

### Semester 2

Introduction to Public Policy (11378)

Politics and Democracy (11239)

Producing Credible Communication (11081)

Stakeholder Engagement (11101)

## Year 3

### Semester 1

Behavioural Science (11240)

Political and Social Theory (11243)

Professional Practice 2: Work Integrated Learning (11018)

Visual Representation Techniques (11041)

### Semester 2

Global Brand Communication (11102)

Media Analysis and Planning (11098)

Professional Practice 1: Work Integrated Learning (11017)

Core Major in Government & Policy Restricted Choice unit

## Year 4

### Semester 1

The Craft of Creative Communication (11100)

Core Major in Government & Policy Restricted Choice unit

National Security OR International Politics Stream Unit

National Security (11242)

### Semester 2

Professional Evidence (Communication and Media) (11083)

National Security OR International Politics Stream Unit

Political Leadership (11241)

Professional Evidence (Government and Policy) (11237)

Marketing Communication Specialisation - Standard Full Time, Semester 2 Commencing

## Year 1

### Semester 2

Engaging Audiences (11082)

Introduction to International Relations (11238)

Managing Brands (11097)

10335 Professional Orientation (Communication & Media) OR 11012 Professional Orientation (Government & Policy)

## Year 2

### Semester 1

### Semester 2

Foundations of Marketing Communication (11096)  
Introduction to Economics (11175)  
Introduction to Politics and Government (11235)  
The Art and Power of Communication (11079)

Introduction to Public Policy (11378)  
Investigating and Explaining Society (11236)  
Producing Credible Communication (11081)  
Stakeholder Engagement (11101)

### Year 3

#### Semester 1

Marketing Communication Strategy (11099)  
Open Elective unit  
Behavioural Science (11240)  
Digital Media Fundamentals (11080)

#### Semester 2

Media Analysis and Planning (11098)  
Political Leadership (11241)  
Politics and Democracy (11239)  
Professional Practice 1: Work Integrated Learning (11017)

### Year 4

#### Semester 1

Visual Representation Techniques (11041)  
Core Major in Government & Policy Restricted Choice unit  
Political and Social Theory (11243)  
Professional Practice 2: Work Integrated Learning (11018)

#### Semester 2

National Security OR International Politics Stream Unit  
Global Brand Communication (11102)  
Core Major in Government & Policy Restricted Choice unit  
Professional Evidence (Communication and Media) (11083)

### Year 5

#### Semester 1

National Security (11242)  
Professional Evidence (Government and Policy) (11237)  
The Craft of Creative Communication (11100)  
National Security OR International Politics Stream Unit

## Course information

## Course duration

Standard 4 year 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 \(SM0008\)](#)
- [Core Major in Government and Policy \(CM0008\)](#)
- [Specialist Major in Corporate and Public Communication \(SM0006\)](#)
- [Specialist Major in Sports Media \(SM0009\)](#)
- [Core Major in Communication and Media \(CM0002\)](#)
- [Specialist Major in Politics and International Relations \(SM0030\)](#)

## Awards

Award	Official abbreviation
Bachelor of Politics and International Relations	B Politics&IntlRel
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 Politics and International Relations \(SCB201\)](#)

## 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	15

## Enquiries

Student category	Contact details
Prospective International Students	In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email <a href="mailto:bglstudent@canberra.edu.au">bglstudent@canberra.edu.au</a>

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Current and Commencing  
Students

In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email  
bglstudent@canberra.edu.au

Prospective Domestic Students

Email [study@canberra.edu.au](mailto:study@canberra.edu.au) or Phone 1800 UNI CAN 1800 864 226

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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.