

Bachelor of Communication (with specialisations)

includes:

Bachelor of Communication (with specialisations)

The course includes the following awards:

Bachelor of Communication (Advertising) *BComm(Advert)*

Bachelor of Communication (Journalism) *BComm(Journ)*

Bachelor of Communication (Media Practice) *BComm(MediaPrac)*

Bachelor of Communication (Public Relations) *BComm(PubRel)*

Bachelor of Communication (Radio) *BComm(Radio)*

Bachelor of Communication (Theatre Media) *BComm(TheatreMedia)*

Course Study Modes and Locations

Bachelor of Communication (Media Practice) (1415CM)

Distance Education - Bathurst

On Campus - Bathurst

Bachelor of Communication (Radio) (1415CR)

On Campus - Bathurst

Bachelor of Communication (Advertising) (1421AD)

On Campus - Bathurst

On Campus - Port Macquarie

Bachelor of Communication (Journalism) (1421JR)

Distance Education - Wagga Wagga
On Campus - Bathurst

Bachelor of Communication (Public Relations) (1421OC)

On Campus - Bathurst
On Campus - Port Macquarie

Bachelor of Communication (Theatre Media) (1421TM)

On Campus - Bathurst

Availability is subject to change, please verify prior to enrolment.

Normal course duration

Bachelor of Communication (with specialisations)

Full-time 3 years (6.0 sessions)

Bachelor of Communication (Media Practice) can be taken in Part Time mode, duration 6 years.

Normal course duration is the effective period of time taken to complete a course when studied Full-time (Full-time Equivalent: FTE). Students are advised to consult the Enrolment Pattern for the actual length of study. Not all courses are offered in Full-time mode.

Admission criteria

[CSU Admission Policy](#)

Admission to the BCommunication (with specialisation) is based on:

1. Previous studies

Previous studies include:

- the NSW Higher School Certificate or interstate /overseas equivalent;
- the International Baccalaureate Diploma;
- a completed or part completed course of a university, college of advanced education or other accredited tertiary institution;
- a completed or part completed course of a TAFE college or other accredited post-secondary institution (including TAFE Tertiary Preparation Certificate);
- an approved Foundation Studies program certificate;

- completion of undergraduate subjects as an Associate Student with the University or through another University, or Open Universities Australia.

NSW and interstate school leavers are normally selected on the basis of their Australian Tertiary Admissions Rank (ATAR) or interstate equivalent. Candidates may also be admitted on the basis of a strong performance in subjects relevant to course preferences.

2. English proficiency

Applicants will be deemed to have sufficient English proficiency if they

- have undertaken an academic International English Language Testing System (IELTS) with an average score of 6.5, and with scores of 6 or higher in each of the individual skill areas within the last 12 months; or
- undertaken a Test of English as a Foreign Language (TOEFL) with a score of 577 (or computerised TOEFL score of 233), with a Test for Written English Score (where reported) of at least 5.0 or an Internet-based score of 90 with a written score of 24 within the last 12 months; or
- undertaken other equivalent examinations, as determined by the Examinations Committee; or
- completed a university degree where the language of assessment is in English;

3. Attainment and experience

These may include:

- voluntary or paid work experience;
- performance in tests and examinations conducted by professional recognised bodies;
- participation in continuing education programs and/or staff development programs conducted by adult education agencies, consultancies, professional bodies or employers;
- completion of the Special Tertiary Admissions Test (STAT).

4. Principal's Report Entry Program

5. Special admission requirements

Some Specialisations will have special admission requirements, as follows:

Bachelor of Communication (Theatre Media). Applicants attend an audition/interview to assist in the assessment of their application.

Bachelor of Communication (Journalism). Year 12 students are admitted on the basis of their ATAR and one prescribed essay.

Bachelor of Communication (Advertising), Bachelor of Communication (Public Relations), Bachelor of Communication (Radio). Year 12 students are admitted on the basis of their Australian Tertiary Admissions Rank(ATAR), and a supplementary consultation

or interview.

Bachelor of Communication (Media Practice)

Mature aged students, non-school leavers and those completing courses in relevant areas at other universities and tertiary institutes are eligible for admission to the course.

The principle criteria used to assess applications are:

- capacity to pursue tertiary studies
- motivation to pursue tertiary studies in professional communication
- demonstrated potential for writing, media production, and research
- relevant professional and industry experience

Credit

[CSU Credit Policy](#)

n/a

Graduation requirements

To graduate students must satisfactorily complete 192 points.

Course Structure

To successfully graduate from the Bachelor Communication (with specialisation) students will be required to complete 192 points. These comprise 80 points of Communication Foundation Studies, 64 points of Discipline Specialisation Studies and 48 points of Academic Enrichment Studies offered from within SCCI and/or externally as approved by the Course Director. This structure will also serve the Geraldton University Centre (GUC) offering of the BCommunication (Journalism).

The course structure is as follows:

Communication Foundation Subjects (80 points)

[COM111](#) Professional Writing (8)

[COM114](#) Presentation for Communicators (8)

[CCI100](#) Intro to Media Production (8)

[IKC101](#) Indigenous Cultures, Histories and Contemporary Realities (8)

[COM124](#) Communication in Context (8)

[COM221](#) Professional Ethics in Communication and Citizenship (8)

[CCI300](#) Communication & Creative Industries Professional Practice (24)

[COM321](#) Communication Fieldwork (8)

Advertising Specialisation Subjects (64 points)

- [ADV104](#)Understanding Advertising (8)
- [ADV105](#)The Advertising Business (8)
- [ADV205](#)Advertising Creative (8)
- [ADV206](#)Channel Planning (8)
- [ADV207](#)Channel Planning in Action (8)
- [COM224](#)Communication Research Strategies (8)
- [ADV317](#)Advertising Strategy and Planning (16)

Radio Specialisation Subjects (64 points)

- [COM113](#)Commercial Radio Industry (8)
- [COM112](#)Digital Media
- [COM125](#)Radio Production and Content Management (8)
- [COM233](#)Media Sales Principles (8)
- [COM234](#)Media Account Management (8)
- [COM236](#)Making it Happen: Event Management (8)
- [COM343](#)Communication Project Management (8)
- [ADV206](#)Channel Planning (8)

Journalism Specialisation Subjects (64 points) (inc GUC offering)

- [JRN112](#)Journalism in Society (8)
- [JRN101](#)Newsgathering & Writing (8)
- [JRN200](#)Convergent Storytelling (8)
- [JRN205](#)Data Mining & Research(8)
- [JRN225](#)The Specialist Reporter (8)
- [JRN207](#)Multiplatform Publishing & The Law (8)
- [JRN322](#)Beyond News: Longform Journalism (8)
- [JRN318](#)Deadline: Multiplatform Delivery (8)

Public Relations Specialisation Subjects (64)

- [COM116](#)What is Public Relations (8)
- [COM232](#)Public Relations Strategy (8)
- [COM222](#)Public Relations Tactics (8)
- [COM223](#)Communication Management (8)
- [COM236](#)Making it Happen: Event Management (8)
- [COM224](#)Communication Research Strategies (8)
- [COM313](#)SOS: Issues and Crisis Communication (8)
- [COM322](#)Going Glocal: Regional & Global Public Relations (8)

Theatre Media Specialisation Subjects (64 points)

- [THM108](#)Principles of Theatre Media (16)
- [THM207](#)Drama & Theatre For Young People (8)
- [THM208](#)Devised Performance (16)

[THM308](#)Applied Production Research (16)

[THM300](#)Theatre & Cultural Action (8)

Media Practice Specialisation Subjects (64 points)

[COM112](#)Digital Media(8)

[COM126](#)Production Planning(8)

[VIS101](#)Visual Communication(8)

[VPA106](#)Intro to Sound Production(8)

[COM229](#)Documentary Production (8)

[COM212](#)Scriptwriting(8)

[COM219](#)Media Communication & Globalisation(8)

[COM343](#)Communication Project Management(8)

Academic Enrichment (elective) Subjects* (48 points)

Students undertake 6 electives to be taken as a combination of unrestricted electives and/or professional clusters (4 -6 subjects per cluster) from within the School of Communication & Creative Industries, or from outside the School as approved by Course Director.

*students in the Media Practice specialisation draw their academic enrichment cluster from the disciplines of Advertising, Public Relations, Journalism, Graphic Design and Marketing.(or others as approved by Course Director)

Enrolment Pattern

Advertising Specialisation

Full time suggested study sequence

Session 1 (30)

[ADV104](#)Understanding Advertising

[COM111](#)Professional Writing

[COM114](#)Presentation for Communicators

[CCI100](#)Intro to Media Production

Session 2 (60)

[ADV105](#)The Advertising Business

[ADV205](#)Advertising Creative

[COM124](#)Communication in Context

[IKC101](#)Indigenous Cultures, Histories and Contemporary Realities

Session 3 (30)

[ADV206](#)Channel Planning

[COM221](#)Professional Ethics in Communication and Citizenship

Elective 1

Elective 2

Session 4 (60)

[ADV207](#)Channel Planning in Action

[COM224](#)Communication Research Strategies

Elective 3

Elective 4

Session 5 (30)

[ADV317](#)Advertising Strategy & Planning (16)

Elective 5

Elective 6

Session 6 (60)

[CCI300](#)Professional Practice in Communication & Creative Industries(24)

[COM321](#)Communication Fieldwork

Journalism Specialisation

Full time suggested study sequence (including Geraldton cohort)

Session 1 (30)

[JRN112](#)Journalism in Society

[COM111](#)Professional Writing

[COM114](#)Presentation for Communicators

[CCI100](#)Intro to Media Production

Session 2 (60)

[JRN101](#)Newsgathering & Writing

[JRN200](#)Convergent Storytelling

[COM124](#)Communication in Context

[IKC101](#)Indigenous Cultures, Histories and Contemporary Realities

Session 3 (30)

[JRN205](#)Data Mining & Research

[COM221](#)Professional Ethics in Communication and Citizenship

Elective 1

Elective 2

Session 4 (60)

[JRN225](#)The Specialist Reporter

[JRN207](#)Multiplatform Publishing & The Law

Elective 3

Elective 4

Session 5 (30)

[JRN322](#)Beyond News: Longform Journalism

[JRN318](#)Deadline: Multiplatform Delivery

Elective 5

Elective 6

Session 6 (60)

[CCI300](#)Professional Practice in Communication & Creative Industries(24)

[COM321](#)Communication Fieldwork

Media Practice Specialisation (DE & Int)

Full time suggested study sequence

Session 1 (30)

[COM126](#)Production Planning

[COM111](#)Professional Writing

[COM114](#)Presentation for Communicators

[CCI100](#)Intro to Media Production

Session 2 (60)

[COM112](#)Digital Media

[VPA106](#)Intro To Sound Production

[COM124](#)Communication in Context

[IKC101](#)Indigenous Cultures, Histories and Contemporary Realities

Session 3 (30)

[VIS101](#)Visual Communication

[COM212](#)Scriptwriting

Elective 1

Elective 2

Session 4 (60)

[COM229](#)Documentary Production

[COM219](#)Media Communication & Globalisation

Elective 3

Elective 4

Session 5 (30)

[COM343](#)Communication Project Management

[COM221](#)Professional Ethics in Communication and Citizenship

Elective 5

Elective 6

Session 6 (60)

[CCI300](#)Professional Practice in Communication & Creative Industries(24)

[COM321](#) Communication Fieldwork

Public Relations Specialisation
Full time suggested study sequence

Session 1 (30)

[COM116](#) What is Public Relations?

[COM111](#) Professional Writing

[COM114](#) Presentation for Communicators

[CCI100](#) Intro to Media Production

Session 2 (60)

[COM232](#) Public Relations Strategy

[COM222](#) Public Relations Tactics

[COM124](#) Communication in Context

[IKC101](#) Indigenous Cultures, Histories and Contemporary Realities

Session 3 (30)

[COM223](#) Communication Management

[COM221](#) Professional Ethics in Communication and Citizenship

Elective 1

Elective 2

Session 4 (60)

[COM236](#) Making it Happen: Event Management

[COM224](#) Communication Research Strategies

Elective 3

Elective 4

Session 5 (30)

[COM313](#) SOS: Issues & Crisis Communication

[COM322](#) Going Glocal: Regional and Global Public Relations

Elective 5

Elective 6

Session 6 (60)

[CCI300](#) Professional Practice in Communication & Creative Industries(24)

[COM321](#) Communication Fieldwork

Radio Specialisation
Full time suggested study sequence

Session 1 (30)

[COM113](#) Commercial Radio Industry

[COM111](#) Professional Writing
[COM114](#) Presentation for Communicators
[CCI100](#) Intro to Media Production

Session 2 (60)

[COM125](#) Radio Production & Content Management
[COM112](#) Digital Media
[COM124](#) Communication in Context
[IKC101](#) Indigenous Cultures, Histories and Contemporary Realities

Session 3 (30)

[COM233](#) Media Sales Principles
[ADV206](#) Channel Planning
Elective 1
Elective 2

Session 4 (60)

[COM234](#) Media Account Management
[COM236](#) Making it Happen: Event Management
Elective 3
Elective 4

Session 5 (30)

[COM343](#) Communication Project Management
[COM221](#) Professional Ethics in Communication and Citizenship
Elective 5
Elective 6

Session 6 (60)

[CCI300](#) Professional Practice in Communication & Creative Industries(24)
[COM321](#) Communication Fieldwork

Theatre Media Specialisation**Full time suggested study sequence****Session 1 (30)**

[THM108](#) Principles of Theatre Media (commenced)
[COM111](#) Professional Writing
[COM114](#) Presentation for Communicators
[CCI100](#) Intro to Media Production

Session 2 (60)

[THM108](#) Principles of Theatre Media (continued)
[THM207](#) Drama & Theatre For Young People

[COM124](#)Communication in Context

[IKC101](#)Indigenous Cultures, Histories and Contemporary Realities

Session 3 (30)

[THM208](#)Devised Performance (commenced)

[COM221](#)Professional Ethics in Communication and Citizenship

Elective 1

Elective 2

Session 4 (60)

[THM208](#)Devised Performance (continued)

Elective 3

Elective 4

Elective 5

Session 5 (30)

[THM308](#)Applied Production Research (16)

[THM300](#)Theatre & Cultural Action

Elective 6

Session 6 (60)

[CCI300](#)Professional Practice in Communication & Creative Industries(24)

[COM321](#)Communication Fieldwork

Journalism Specialisation Geraldton cohort

Part time suggested study sequence

Session 1 (30)

[JRN112](#)Journalism in Society

[COM111](#)Professional Writing

Session 2 (60)

[JRN101](#)Newsgathering & Writing

[JRN200](#)Convergent Storytelling

Session 3 (30)

[COM114](#)Presentation for Communicators

[CCI100](#)Intro to Media Production

Session 4 (60)

[COM124](#)Communication in Context

[IKC101](#)Indigenous Cultures, Histories and Contemporary Realities

Session 5 (30)

[JRN205](#)Data Mining & Research
Elective 1

Session 6 (60)

[JRN225](#)The Specialist Reporter
Elective 2

Session 7 (30)

[COM221](#)Professional Ethics in Communication & Citizenship
Elective 3

Session 8 (60)

[JRN207](#)Multiplatform Publishing & The Law
Elective 4

Session 9 (30)

[JRN322](#)Beyond News: Longform Journalism
Elective 5

Session 10 (60)

[COM321](#)Communication Fieldwork
Elective 6

Session 11 (30)

[JRN318](#)Deadline: Multiplatform Delivery

Session 12 (60)

[CCI300](#)Professional Practice in Communication & Creative Industries (24cr)

Media Practice Specialisation

Part time suggested study sequence (DE)

Session 1 (30)

[COM111](#)Professional Writing
[CCI100](#)Intro to Media Production

Session 2 (60)

[COM112](#)Digital Media
[COM124](#)Communication in Context

Session 3 (30)

[COM114](#)Presentation for Communicators
[COM126](#)Production Planning

Session 4 (60)

[VPA106](#)Intro To Sound Production

[IKC101](#)Indigenous Cultures, Histories and Contemporary Realities

Session 5 (30)

[VIS101](#)Visual Communication

Elective 1

Session 6 (60)

[COM219](#)Media Communication & Globalisation

Elective 2

Session 7 (30)

[COM212](#)Scriptwriting

Elective 3

Session 8 (60)

[COM229](#)Documentary Production

Elective 4

Session 9 (30)

[COM221](#)Professional Ethics in Communication and Citizenship

Elective 5

Session 10 (60)

[COM321](#)Communication Fieldwork

Elective 6

Session 11(30)

[COM343](#)Communication Project Management

Session 12 (60)

[CCI300](#)Professional Practice in Communication & Creative Industries (24)

Workplace learning

Please note that the following subjects may contain a Workplace Learning component.

COM223 Communication Management

COM233 Media Sales Principles

COM321 Communication Fieldwork

Accreditation

The BCommunication (Public Relations) is accredited by the Public Relations Institute Australia (PRIA). The B Communication (Advertising) is accredited by the International Advertising Association (IAA) and professionally recognised by the Media Federation of Australia (MFA). The BCommunication (Radio) is professionally recognised by Commercial Radio Australia (CRA).

Contact

For further information about Charles Sturt University, or this course offering, please contact info.csu on 1800 334 733 (free call within Australia) or email inquiry@csu.edu.au

The information contained in the 2016 CSU Handbook was accurate at the date of publication: February 2016. The University reserves the right to vary the information at any time without notice.

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