Bachelor of Communication (with specialisations)

includes:

Bachelor of Communication (with specialisations)

The course includes the following awards:

Bachelor of Communication $BComm$

Bachelor of Communication (Advertising and Public Relations) $BComm(Advert&PubRel)$

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

Bachelor of Communication (Journalism and International Studies) $BComm(Journ&InternatStud)$

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 (Advertising) (1417AD)

On Campus - Bathurst
On Campus - Port Macquarie

Bachelor of Communication (Advertising and Public Relations) (1417AP)

On Campus - Bathurst
Bachelor of Communication (1417CC)

Distance Education - Bathurst
On Campus - Bathurst

Bachelor of Communication (Media Practice) (1417CM)

Distance Education - Bathurst
On Campus - Bathurst

Bachelor of Communication (Radio) (1417CR)

On Campus - Bathurst

Bachelor of Communication (Journalism and International Studies) (1417JI)

On Campus - Bathurst

Bachelor of Communication (Journalism) (1417JR)

On Campus - Bathurst

Bachelor of Communication (Public Relations) (1417OC)

On Campus - Bathurst
On Campus - Port Macquarie

Bachelor of Communication (Theatre Media) (1417TM)

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)

Part-time 6.0 years (12.0 sessions)
Bachelor of Communication and 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

Admission to the Bachelor of Communication (with specialisations) is based on:

1. Previous studies
   Eligible 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. Schools Recommendation Scheme

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 and Bachelor of Communication (Media Practice)
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; and,
• 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 of Communication (with specialisations) students will be required to complete 192 points. These comprise 80 points of Communication Foundation Studies, a minimum of 64 points of Discipline Specialisation Studies and a maximum of 48 points of Academic Enrichment Studies offered from within SCCI and/or externally as approved by the Course Director.

The course structure is as follows:

**Communication Foundation Subjects (80 points)**

- COM111 Professional Writing
- COM114 Presentation for Communicators
- CCI100 Intro to Media Production
- IKC101 Indigenous Cultures, Histories and Contemporary Realities
- COM124 Communication in Context
- COM221 Professional Ethics in Communication and Citizenship
- CCI300 Communication and Creative Industries Professional Practice (24)
- COM321 Communication Fieldwork

**Advertising Specialisation Subjects (64 points)**

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

**Advertising and Public Relations Extended Specialisation Subjects (112 points)**

Students complete 112 points from the following subjects:

- ADV104 Understanding Advertising
- ADV105 The Advertising Business
- COM116 What is Public Relations?
- COM232 Public Relations Strategy
- COM222 Public Relations Tactics
- ADV205 Advertising Creative
- ADV206 Channel Planning
- COM223 Communication Management
- COM224 Communication Research Strategies
- ADV317 Advertising Strategy and Planning (16)
- COM313 SOS: Issues and Crisis Communication
COM322  Going Global: Regional and Global Public Relations
Plus one of either:
ADV207  Channel Planning in Action or COM236  Making it Happen: Event Management

Journalism Specialisation Subjects (64 points)

JRN112  Journalism in Society
JRN101  Newsgathering and Writing
JRN200  Convergent Storytelling
JRN205  Research and Data Journalism
JRN225  The Specialist Reporter
JRN207  Multiplatform Publishing and The Law
JRN322  Beyond News: Longform Journalism
JRN318  Deadline: Multiplatform Delivery

Media Practice Specialisation Subjects (64 points)

COM112  Digital Media
COM126  Production Planning
VIS101  Visual Communication
VPA106  Intro to Sound Production
COM229  Documentary Production
COM212  Scriptwriting
COM219  Media Communication and Globalisation
COM343  Communication Project Management

Radio Specialisation Subjects (64 points)

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

Public Relations Specialisation Subjects (64 points)

COM116  What is Public Relations?
COM232  Public Relations Strategy
COM222  Public Relations Tactics
COM223  Communication Management
COM236  Making it Happen: Event Management
COM224 Communication Research Strategies
COM313 SOS: Issues and Crisis Communication
COM322 Going Global: Regional and Global Public Relations

Theatre Media Specialisation Subjects (64 points)
THM108 Principles of Theatre Media (16)
THM207 Drama and Theatre For Young People
THM208 Devised Performance (16)
THM308 Applied Production Research (16)
THM300 Theatre and Cultural Action

Journalism and International Studies Extended Specialisation Subjects (112 points)
Students complete 112 points from the following subjects:
JRN112 Journalism in Society
JRN101 Newsgathering and Writing
JRN200 Convergent Storytelling
JRN205 Research and Data Journalism
JRN225 The Specialist Reporter
JRN207 Multiplatform Publishing and The Law
JRN322 Beyond News: Longform Journalism
JRN318 Deadline: Multiplatform Delivery

Plus 6 subjects from the following:
POL111 International Relations
COM219 Media Communication and Globalisation
HST210 Media and Society in 20th Century
POL305 Politics and the Media
HST301 International History from 1945
HST308 Australia and Asia
COM322 Regional and Global PR
HSS305 International Exchange (or other approved International Project subject)

Bachelor of Communication
Students must undertake a minimum of 64 points from subjects offered across the specialisations of Advertising, Journalism, Public Relations, Media Practice and Radio. The remainder of course points (maximum 48 points) can be taken from subjects outside of the Communication specialisation set (as approved by Course Director). These represent the Academic Enrichment component of the program.

Academic Enrichment (elective) Subjects* (48 points)
Students undertake up to 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 and 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)

*students undertaking extended specialisations will not complete these electives.

**Enrolment Pattern**

**Advertising Specialisation**

**Full time suggested study sequence**

<table>
<thead>
<tr>
<th>Session 1 (30)</th>
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<tbody>
<tr>
<td><a href="#">ADV104</a> Understanding Advertising</td>
</tr>
<tr>
<td><a href="#">COM111</a> Professional Writing</td>
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<tr>
<td><a href="#">COM114</a> Presentation for Communicators</td>
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<tr>
<td><a href="#">CCI100</a> Intro to Media Production</td>
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<tr>
<th>Session 2 (60)</th>
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<tbody>
<tr>
<td><a href="#">ADV105</a> The Advertising Business</td>
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<tr>
<td><a href="#">ADV205</a> Advertising Creative</td>
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<tr>
<td><a href="#">COM124</a> Communication in Context</td>
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<tr>
<td><a href="#">IKC101</a> Indigenous Cultures, Histories and Contemporary Realities</td>
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</tbody>
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<tr>
<th>Session 3 (30)</th>
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<tbody>
<tr>
<td><a href="#">ADV206</a> Channel Planning</td>
</tr>
<tr>
<td><a href="#">COM221</a> Professional Ethics in Communication and Citizenship</td>
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<tr>
<td>Elective 1</td>
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<td>Elective 2</td>
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<tr>
<th>Session 4 (60)</th>
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<tbody>
<tr>
<td><a href="#">ADV207</a> Channel Planning in Action</td>
</tr>
<tr>
<td><a href="#">COM224</a> Communication Research Strategies</td>
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<tr>
<td>Elective 3</td>
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<tr>
<td>Elective 4</td>
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<tr>
<th>Session 5 (30)</th>
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<tbody>
<tr>
<td><a href="#">ADV317</a> Advertising Strategy &amp; Planning (16)</td>
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<tr>
<td>Elective 5</td>
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<tr>
<td>Elective 6</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Session 6 (60)</th>
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</thead>
</table>

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

Advertising and Public Relations Extended 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)
ADV104  Understanding Advertising
ADV206  Channel Planning
COM223  Communication Management
COM221  Professional Ethics in Communication and Citizenship

Session 4 (60)
ADV105  The Advertising Business
ADV205  Advertising Creative
COM224  Communication Research Strategies
ADV207  Channel Planning in Action or COM236  Event Management

Session 5 (30)
ADV317  Advertising Strategy & Planning (16)
COM313  SOS: Issues & Crisis Communication
COM322  Going Global: Regional and Global Public Relations

Session 6 (60)
CCI300  Professional Practice in Communication & Creative Industries (24)
COM321  Communication Fieldwork

Journalism Specialisation

Full time suggested study sequence

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

**Journalism and International Studies Extended Specialisation**

**Full time suggested study sequence**

**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  Research and Data Journalism
COM221  Professional Ethics in Communication and Citizenship
POL111  International Relations
HST210  Media & Society in 20th Century

Session 4 (60)
JRN225  The Specialist Reporter
JRN207  Multiplatform Publishing & The Law
POL305  Politics and the Media
COM219  Media Communication & Globalisation

Session 5 (30)
JRN322  Beyond News: Longform Journalism
JRN318  Deadline: Multiplatform Delivery
HST308  Australia & Asia
COM322  Regional & Global PR or HST301  International History from 1945

Session 6 (60)
CCI300  Professional Practice in Communication & Creative Industries(24)
COM321  Communication Fieldwork
*International Exchange can be set up from the 2nd year of the program

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 Global: 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

**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)

Bachelor of Communication (DE & Int)
Full time suggested study sequence

Session 1 (30)
COM111 Professional Writing
COM114 Presentation for Communicators
CCI100 Intro to Media Production
Specialisation 1

Session 2 (60)
COM124 Communication in Context
IKC101 Indigenous Cultures, Histories and Contemporary Realities
Specialisation 2
Specialisation 3

Session 3 (30)
COM221 Professional Ethics in Communication and Citizenship
Specialisation 4
Elective 1
Elective 2

Session 4 (60)
Specialisation 5
Specialisation 6
Elective 3
Elective 4

Session 5 (30)
Specialisation 7
Specialisation 8
Elective 5
Elective 6

Session 6 (60)
CCI300 Professional Practice in Communication & Creative Industries(24)
COM321 Communication Fieldwork

Workplace learning

Please note that the following subjects may contain a Workplace Learning component.
COM223 Communication Management
COM233 Media Sales Principles
COM321 Communication Fieldwork

**Residential School**

Please note that the following subjects may have a residential school component.

HSS305 International Exchange

Enrolled students can find further information about CSU residential schools via the *About Residential School* page.

**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**

**Current Students**

For any enquiries about subject selection or course structure you will need to contact your Course Director. You can find the name and contact details for your Course Director in your offer letter or contact your School office.

**Prospective Students**

For further information about Charles Sturt University, or this course offering, please contact info.csu on 1800 334 733 (free call within Australia) or [enquire online](#).

*The information contained in the 2017 CSU Handbook was accurate at the date of publication: May 2017. The University reserves the right to vary the information at any time without notice.*