

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

[CSU Admission Policy](#)

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

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

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.

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