

BACHELOR OF COMMUNICATION/BACHELOR OF CREATIVE INDUSTRIES (1840)

Approved Abbreviation: BComm/BCrInd
Western Sydney University Program Code: 1840
AQF Level: 7

CRICOS Code: 095718J

This program applies to students who commenced in 2021 or later.

Students should follow the program structure for the session start date relevant to the year they commenced.

For Commencement Year 2017 - 2020 - please refer to: 1840.1 Bachelor of Communication/Bachelor of Creative Industries (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1840.1>)

Communication graduates who previously would have planned a career in media, public relations, journalism or advertising companies now face a future where they will be required to continuously adapt and reapply their skills to changing work environments. This double degree brings together the existing Communication program with studies that explore emerging creative industries and allows students who are interested in pursuing communications careers, to also engage with new paradigms of creative and cultural production, developing skills in entrepreneurship and working in collaborative projects with creative industries in Greater Western Sydney (GWS).

- Director of Academic Program - Jacki Montgomery

Study Mode

Four years full-time or eight years part-time.

Program Advice

Dr Nicole Bridges (<https://directory.westernsydney.edu.au/search/email/EnquiriesHCA@westernsydney.edu.au>)

Prospective students should visit the following websites for general enquiries about this program.

Enquire about this program (<https://enquiry.westernsydney.edu.au/courseenquiry/>) | Local Admission (<https://www.westernsydney.edu.au/future/>) | International Admission (<https://www.westernsydney.edu.au/international/home/apply/admissions/>) |

Location

Campus	Attendance	Mode	Advice
Parramatta Campus - Victoria Road	Full Time	Internal	See above
Parramatta Campus - Victoria Road	Part Time	Internal	See above

Accreditation

The Bachelor of Communication and the Bachelor of Creative Industries are accredited by professional organisations including the Public Relations Institute of Australia (PRIA) and the Media Foundation of Australia (MFA).

Work Integrated Learning

Western Sydney University seeks to enhance student learning experiences by enabling students to engage in the culture, expectations and practices of their profession or discipline. This program includes a placement or other community-based unpaid practical experience.

There is a mandatory work component required for completion of this program. Please contact the Program Advisor listed above for information.

International students should also refer to the link below for more information and a link to the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).

Work Integrated Learning (WIL) for international students (https://www.westernsydney.edu.au/currentstudents/current_students/services_and_facilities/international_student_support/working_in_australia/work_integrated_learning/)

Admission

Students are admitted on the basis of their ATAR score.

Applicants wishing to pursue a major in Music will be selected by one of three methods:

1. Attain an HSC Music result in band 4 or above. No audition is required.
2. Hold the following AMEB or equivalent (e.g. Trinity College) qualification:
 - a. PASS standard (minimum) of 6th Grade Performance (instrument or voice) AND
 - b. PASS standard (minimum) of 4th Grade musicianship and/or theory.

No audition is required.

3. Attend an audition in person as a performer and/or composer. Applicants applying as a composer will need to bring recordings and/or scores of original compositions to the audition. After applying to UAC or Directly to Western applicants are required to book an audition online.

Online audition booking system (<https://admissions.westernsydney.edu.au/>)

If not auditioning, applicants wishing to pursue a Music major will need to upload their supporting documentation (e.g. AMEB certificates demonstrating level of achievement in performance and musicianship and/or music theory).

All applicants

Applications from Australian and New Zealand citizens and holders of permanent resident visas may be made via the Universities Admissions Centre (UAC) or directly through the Western Portal. Use the links below to apply via UAC or Western Sydney University. Applications made directly to Western Sydney do not have an application fee.

<http://www.uac.edu.au/>
<https://westernsydney.uac.edu.au/ws/>

Applicants who have undertaken studies overseas may have to provide proof of proficiency in English. Local applicants who are applying through the Universities Admissions Centre (UAC) will find details of minimum English proficiency requirements and acceptable proof on the UAC website. Local applicants applying directly to the University should also use the information provided on the UAC website.

International students currently completing an Australian Year 12 in or outside Australia, an International Baccalaureate in Australia or a New Zealand National Certificate of Educational Achievement (NCEA) level 3 must apply via UAC International.

<http://www.uac.edu.au/>

All other International applicants must apply directly to the University via the International Office.

International students applying to the University through the International Office can find details of minimum English proficiency requirements and acceptable proof on their website.

International Office (<http://www.westernsydney.edu.au/international/>)

Overseas qualifications must be deemed by the Australian Education International - National Office of Overseas Skills Recognition (AEI-NOOSR) to be equivalent to Australian qualifications in order to be considered by UAC and Western Sydney University.

Program Structure

Qualification for this award requires the successful completion of 320 credit points including the subjects listed in the recommended sequence below.

Students must complete

- 80 credit points of Communication core subjects (which includes one Introduction to Major Pool subject)
- 80 credit points of Creative Industries core subjects (which includes one Introduction to Major Pool subject)
- 80 credit point Communication Major
- 80 credit point Creative Industries Major

Introduction to Major Subject Pool

Students select two of the following subjects as their Introduction to Major Subjects

- One subject which corresponds to the Communication major selected and
- One subject which corresponds to the Creative Industries major selected

Subject	Title	Credit Points
MKTG 1001	Advertising: An Introduction	10
COMM 1010	Creative Writing: The Imaginative Life	10
HUMN 1066	Introduction to Culture and Society	10
LAWS 1003	Fundamentals of Australian Law	10
DESN 1011	Image Design	10
COMM 1018	Introduction to Journalism	10
LANG 1015	Introduction to Literary Studies	10
COMM 1039	Introduction to Screen Media	10
PERF 1014	Music Production	10
BUSM 1026	Organisational Behaviour	10
MKTG 1009	Public Relations Theory and Practice	10
DESN 1021	Web and Time-based Design	10

Equivalent Subjects

The subject listed below counts towards completion of the Introduction to Major Pool Subject for students who passed this subject in 2021 or earlier.

HUMN 1017 - Everyday Life, replaced by HUMN 1066 (<https://hbook.westernsydney.edu.au/archives/2021-2022/search/?P=HUMN%201066>) Introduction to Culture and Society

Majors

Communication

Major for Bachelor of Communication component to be selected from the below list

Advertising, Major (0159) (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/advertising-major/>)

Journalism, Major (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/journalism-major/>)

Public Relations, Major (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/public-relations-major/>)

Screen Media, Major (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/screen-media-major/>)

Creative Industries

Major for Bachelor of Creative Industries component to be selected from the below list

Advertising, Major (0159) (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/advertising-major/>)

Creative Writing, Major (0005) (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/creative-writing-major/>)

Culture and Society, Major (0264) (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/culture-society-major/>)

Digital Cultures, Major (0070) (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/digital-cultures-major/>)

English, Major (0009) (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/english-major/>)

Enterprise Innovation, Major (0078) (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/enterprise-innovation-major/>)

Graphic Design, Major (0073) (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/graphic-design-major/>)

Journalism, Major (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/journalism-major/>)

Law and the Creative Industries, Major (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/law-creative-industries-major/>)

Music, Major (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/music-major/>)

Public Relations, Major (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/public-relations-major/>)

Screen Media, Major (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/screen-media-major/>)

Note: Each major must have no more than three Level 1 subjects (including the introduction to major subject) and a minimum of three Level 3 subjects)

Note: This double degree has been structured so that, after selecting the Bachelor of Communication major, students may choose to undertake one of the 3 remaining Communication majors for their Bachelor of Creative Industries specialisation should they wish to.

Recommended Sequence

Recommended sequence subject to variation based on the students nominated Creative Industries major.

Full-time start-year intake

Course	Title	Credit Points
Year 1		
Autumn session		
COMM 1032	Writing Ecologies	10
COMM 1020	Media Cultures and Industries	10
COMM 1036	Introduction to the Creative Industries	10
Select one Communication introduction to major subject		10
Credit Points		40
Spring session		
COMM 1012	Data, Mediation, Power	10
BUSM 1010	Financing Enterprises	10
DESN 1018	Visual Storytelling	10
Select one Creative Industries Introduction to major subject		10
Credit Points		40
Year 2		
Autumn session		
COMM 2024	Media Law and Ethics	10
Select one Communication major subject		10
Select two Creative Industries major subjects		20
Credit Points		40
Spring session		
BUSM 1008	Enterprise Leadership	10
COMM 2032	Professional Writing and Editing	10
Select one Communication major subject		10
Select one Creative Industries major subject		10
Credit Points		40
Year 3		
Autumn session		
Select two Communication major subjects		20
Select two Creative Industries major subjects		20
Credit Points		40
Spring session		
COMM 3011	Creative TEAMS 1	10
Select two Communication major subjects		20
Select one Creative Industries major subject		10
Credit Points		40
Year 4		
Autumn session		
BUSM 1006	Enterprise Innovation and Markets	10
COMM 3012	Creative TEAMS 2	10
Select one Communication major subject		10
Select one Creative Industries major subject		10
Credit Points		40
Spring session		
COMM 3022	Media Memory	10
COMM 3010	Creative Industries Professional Project or Internship	10
Select one Communication major subject		10
Select one Creative Industries major subject		10
Credit Points		40
Total Credit Points		320

Full-time mid-year intake

Course	Title	Credit Points
Year 1		
Spring session		
COMM 1012	Data, Mediation, Power	10
BUSM 1010	Financing Enterprises	10
DESN 1018	Visual Storytelling	10
Select one Creative Industries Introduction to major subject		10
Credit Points		40
Autumn session		
COMM 1032	Writing Ecologies	10
COMM 1020	Media Cultures and Industries	10
COMM 1036	Introduction to the Creative Industries	10
Select one Communication introduction to major subject		10
Credit Points		40
Year 2		
Spring session		
BUSM 1008	Enterprise Leadership	10
COMM 2032	Professional Writing and Editing	10
Select one Communication major subject		10
Select one Creative Industries major subject		10
Credit Points		40
Autumn session		
Select two Communication major subjects		20
Select two Creative Industries major subjects		20
Credit Points		40
Year 3		
Spring session		
BUSM 1006	Enterprise Innovation and Markets	10
COMM 3011	Creative TEAMS 1	10
Select one Communication major subject		10
Select one Creative Industries major subject		10
Credit Points		40
Autumn session		
COMM 2024	Media Law and Ethics	10
COMM 3012	Creative TEAMS 2	10
Select one Communication major subject		10
Select one Creative Industries major subject		10
Credit Points		40
Year 4		
Spring session		
COMM 3022	Media Memory	10
COMM 3010	Creative Industries Professional Project or Internship	10
Select one Communication major subject		10
Select one Creative Industries major subject		10
Credit Points		40
Autumn session		
Select two Communication major subjects		20
Select two Creative Industries major subjects		20
Credit Points		40
Total Credit Points		320