

BACHELOR OF COMMUNICATION (1696)

Approved Abbreviation: BComm

Western Sydney University Program Code: 1696

AQF Level: 7

CRICOS Code: 074452D

This program applies to students who commenced in 2017 or later.

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

Commencement Year 2014 and 2016 - 1696.3 Bachelor of Communication (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1696.3>)

Commencement Year 2013 and 2014 - 1696.2 Bachelor of Communication (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1696.2>)

Commencement Year 2012 - 1696.1 Bachelor of Communication (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1696.1>)

The Bachelor of Communication encompasses a range of studies in the fields of communication, media and design including specialised studies in the major fields of Advertising, Journalism, Public Relations and Media Arts Production. Teaching includes both theory and practice with reference to real world contexts highlighting future career opportunities in a convergent digital media world. Through classwork, independent study and engagement with the multicultural nature of our communities, students develop an understanding of the local and international relevance of their chosen studies, with opportunities to develop and produce a range of media outcomes as applied research and professional projects throughout their studies. Through self-directed, team-based and problem-based learning strategies requiring active participation in the community and professional contexts, graduates learn to reflect and value ethical and intellectual conduct as well as respect for diversity and social justice principles.

- Director of Academic Program - Jacki Montgomery

Study Mode

Three years full-time or six years part-time.

Program Advice

Dr Myra Gurney (<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
Online	Full Time	Online	See above
Online	Part Time	Online	See above
Parramatta Campus - Victoria Road	Full Time	Internal	See above

Parramatta Campus - Victoria Road	Part Time	Internal	See above
Penrith Campus	Full Time	Internal	See above
Penrith Campus	Part Time	Internal	See above
Sydney City Campus	Full Time	Internal	Ming Diao (https://directory.westernsydney.edu.au/search/profile/16100/)
Uoe - Ho Chi Minh City	Full Time	Internal	Jacki Montgomery (https://directory.westernsydney.edu.au/search/name/jacki%20montgomery/)
Uoe - Ho Chi Minh City	Part Time	Internal	Jacki Montgomery (https://directory.westernsydney.edu.au/search/name/jacki%20montgomery/)

Accreditation

The Bachelor of Communication is accredited by professional organisations including the Public Relations Institute of Australia (PRIA) and the Media Federation 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.

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

The Bachelor of Communication is a three year degree. The program has four major sequences in Advertising, Journalism, Public Relations and Media Arts Production, from which students select one at the end of their first year. Each of the major sequences is also available as a minor.

Majors

Penrith and Parramatta On-campus students must select from one of the following four majors

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/>)

Sydney City On-campus students and Online students must select from one of the following three majors

Please note the following subjects in these majors are not offered online until further notice: COMM 3014 Digital Communication, COMM 3015 Digital Journalism Production and COMM 3025 News Teams. Students will be able to enrol in the on-campus offering of these subjects. Please contact enquiriesHCA@westernsydney.edu.au for further options.

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/>)

Minors

Penrith and Parramatta On-campus students may also elect to take a minor in one of the four major sequences

Note: Please plan enrolment in minor subjects carefully - subjects at Level 2 and Level 3 may have pre-requisites. Students should consult their Academic Program Advisors if they require further information.

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

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

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

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

Sydney City On-campus students and Online students may also elect to take a minor in one of the three available major sequences

Please note the following subjects in these majors are not offered online until further notice: COMM 3014 Digital Communication, COMM 3015 Digital Journalism Production and COMM 3025 News Teams. Students will be able to enrol in the on-campus offering of these subjects. Please contact enquiriesHCA@westernsydney.edu.au for further options.

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

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

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

Inherent Requirements

The following minors have inherent requirements that must be met in order to complete the minor: Arabic, Chinese and Japanese. Make sure you read and understand the requirements for these majors and minors online.

Inherent Requirements (https://www.westernsydney.edu.au/ir/inherent_requirements/inherent_requirements_for_languages_courses/)

Replaced Majors and Minors

The majors and minors listed below count towards completion of this Program for students who began studying these majors and minors prior to the years indicated below.

M1094 Media Arts Production, Major (<http://handbook.westernsydney.edu.au/hbook/specialisation.aspx?unitset=M1094.1>), replaced by Screen Media, Major in 2021 (listed above).

SM1113 Media Arts Production, Minor (<http://handbook.westernsydney.edu.au/hbook/specialisation.aspx?unitset=SM1113.1>), replaced by Screen Media, Minor in 2021 (listed above).

SM1070 Cultural and Social Analysis, Minor (<http://handbook.westernsydney.edu.au/hbook/specialisation.aspx?unitset=SM1070.1>), replaced by Culture and Society, Minor in 2020 (listed above).

SM1072 History and Political Thought, Minor (<http://handbook.westernsydney.edu.au/hbook/specialisation.aspx?unitset=SM1072.1>), replaced by History and Political Thought, Minor in 2020 (listed above).

SM1120 International English, Minor (<http://handbook.westernsydney.edu.au/hbook/specialisation.aspx?unitset=SM1120.1>), replaced by SM1132 International English, Minor in 2018.

SM1132 International English, Minor (<http://handbook.westernsydney.edu.au/hbook/specialisation.aspx?unitset=SM1132.1>), replaced by International English, Minor in 2020 (listed above).

Recommended Sequence

Qualification for this award requires the successful completion of 240 credit points as per the recommended sequence.

Click here for the recommended sequence at Sydney City Campus (http://www.westernsydney.edu.au/city/courses/communication/?utm_source=Handbook).

Parramatta Campus and Online Students, 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 1018	Introduction to Journalism	10
MKTG 1009	Public Relations Theory and Practice	10
Credit Points		40
Spring session		
DESN 1018	Visual Storytelling	10
COMM 1012	Data, Mediation, Power	10
MKTG 1001	Advertising: An Introduction	10
COMM 1039	Introduction to Screen Media	10
Credit Points		40
Year 2		
Autumn session		
COMM 2024	Media Law and Ethics	10
Select two subjects from a selected major		20
Select one elective which may include the following:		10
COMM 2047	Pitch: Podcasting Essentials	
Credit Points		40
Spring session		
COMM 2032	Professional Writing and Editing	10
Select two subjects from a selected major		20
Select one elective which may include the following:		10
COMM 2048	Communicating for Sustainability	
Credit Points		40
Year 3		
Autumn session		
COMM 3008	Communication Research Project	10
Select two subjects from a selected major		20
Select one elective which may include the following:		10
COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile	
Credit Points		40
Spring session		
COMM 3022	Media Memory	10
Select two subjects from a selected major		20
Select one elective which may include the following:		10

COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile	
Credit Points		40
Total Credit Points		240

Parramatta Campus and Online Students, full-time mid-year intake

Course	Title	Credit Points
Year 1		
Spring session		
DESN 1018	Visual Storytelling	10
COMM 1012	Data, Mediation, Power	10
MKTG 1001	Advertising: An Introduction	10
COMM 1039	Introduction to Screen Media	10
Credit Points		40
Autumn session		
COMM 1032	Writing Ecologies	10
COMM 1020	Media Cultures and Industries	10
COMM 1018	Introduction to Journalism	10
MKTG 1009	Public Relations Theory and Practice	10
Credit Points		40
Year 2		
Spring session		
COMM 2032	Professional Writing and Editing	10
Select two subjects from a selected major		20
Select one elective which may include the following:		10
COMM 2048	Communicating for Sustainability	
Credit Points		40
Autumn session		
COMM 2024	Media Law and Ethics	10
Select two subjects from a selected major		20
Select one elective which may include the following:		10
COMM 2047	Pitch: Podcasting Essentials	
Credit Points		40
Year 3		
Spring session		
COMM 3022	Media Memory	10
Select two subjects from a selected major		20
Select one elective which may include the following:		10
COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile	
Credit Points		40
Autumn session		
COMM 3008	Communication Research Project	10
Select two subjects from a selected major		20
Select one elective which may include the following:		10
COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile	
Credit Points		40
Total Credit Points		240

Penrith Campus, full-time start-year intake

Course	Title	Credit Points
Year 1		
Autumn session		
COMM 1032	Writing Ecologies	10
COMM 1039	Introduction to Screen Media	10
MKTG 1001	Advertising: An Introduction	10
COMM 1020	Media Cultures and Industries	10
Credit Points		40
Spring session		
COMM 1012	Data, Mediation, Power	10
MKTG 1009	Public Relations Theory and Practice	10
COMM 1018	Introduction to Journalism	10
DESN 1018	Visual Storytelling	10
Credit Points		40
Year 2		
Autumn session		
COMM 2024	Media Law and Ethics	10
Select two subjects from a selected major		20
Select one elective which may include the following:		10
COMM 2047	Pitch: Podcasting Essentials	
Credit Points		40
Spring session		
COMM 2032	Professional Writing and Editing	10
Select two subjects from a selected major		20
Select one elective which may include the following:		10
COMM 2048	Communicating for Sustainability	
Credit Points		40
Year 3		
Autumn session		
COMM 3008	Communication Research Project	10
Select two subjects from a selected major		20
Select one elective		10
Credit Points		40
Spring session		
COMM 3022	Media Memory	10
Select two subjects from a selected major		20
Select one elective which may include the following:		10
COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile	10
Credit Points		50
Total Credit Points		250

Penrith Campus, full-time mid-year intake

Course	Title	Credit Points
Year 1		
Spring session		
COMM 1012	Data, Mediation, Power	10
MKTG 1009	Public Relations Theory and Practice	10
COMM 1018	Introduction to Journalism	10
DESN 1018	Visual Storytelling	10
Credit Points		40
Autumn session		
COMM 1032	Writing Ecologies	10

COMM 1039	Introduction to Screen Media	10
MKTG 1001	Advertising: An Introduction	10
COMM 1020	Media Cultures and Industries	10
Credit Points		40
Year 2		
Spring session		
COMM 2032	Professional Writing and Editing	10
Two units from a selected major		20
And one elective which may include		10
COMM 2048	Communicating for Sustainability	
Credit Points		40
Autumn session		
COMM 2024	Media Law and Ethics	10
Two units from a selected major		20
And one elective which may include		10
COMM 2047	Pitch: Podcasting Essentials	
Credit Points		40
Year 3		
Spring session		
COMM 3022	Media Memory	10
Two units from a selected major		20
And one elective which may include		10
COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile	10
Credit Points		50
Autumn session		
COMM 3008	Communication Research Project	10
Two units from a selected major		20
And one elective		10
Credit Points		40
Total Credit Points		250

Equivalent Subject

The subject listed below counts towards completion of this program for students who passed this subject in 2020 or earlier.

COMM 1015 - Foundations of Media Arts and Production, replaced by COMM 1039 Introduction to Screen Media.

Elective Spaces

Students have the option to take electives in Design (Visual Communication) and Music subject to successful completion of any required pre-requisite subjects.

Elective subjects may also be used toward obtaining an additional approved minor from the Bachelor of Arts (40 credit points).

Arabic, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/arabic-minor/>)
 Chinese, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/chinese-minor/>)
 Creative Writing, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/creative-writing-minor/>)
 Culture and Society, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/culture-society-minor/>)
 Digital Cultures, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/digital-cultures-minor/>)
 English, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/english-minor/>)

History and Political Thought, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/history-political-thought-minor/>)

Indigenous Australian Studies, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/indigenous-australian-studies-minor/>)

International English, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/international-english-minor/>)

International Relations and Asian Studies, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/international-relations-asian-studies-minor/>)

Islamic Studies, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/islamic-studies-minor/>)

Japanese, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/japanese-minor/>)

Linguistics, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/linguistics-minor/>)

Musicology, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/musicology-minor/>)

Music Performance Studies, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/music-performance-studies-minor/>)

Philosophy, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/philosophy-minor/>)

Psychological Studies, Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/psychological-studies-minor/>)

Minor elective spaces

Elective subjects may be used toward obtaining an additional approved minor (40 credit points). Western Sydney University offers minors in a range of areas including Sustainability and Indigenous Studies.

Global Sustainability Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/global-sustainability-minor/>)

Indigenous Australian Studies Minor (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/indigenous-australian-studies-minor/>)

Western Sydney University also offers the following innovative transdisciplinary minors which we encourage those students who have elective space to consider.

Equitable Technologies (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/equitable-technologies-minor/>)

Urban Evolution (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/urban-evolution-minor/>)

Migration and Global Change (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/migration-global-change-minor/>)

Personal Innovation (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/personal-innovation-minor/>)

Innovating, Creating and Problem Solving (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/innovating-creating-problem-solving-minor/>)

Eco-Socially Conscious Design and Manufacturing (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/eco-socially-conscious-design-manufacturing-minor/>)

Water for Life (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/water-life-minor/>)

Climate Justice (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/climate-justice-minor/>)

Global Workplaces (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/global-workplaces-minor/>)

Innovating For Humans (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/innovating-humans-minor/>)

Search for majors and minors (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/>)

Students can apply for an elective minor via MySR.

MyStudentRecords (MySR) (<https://student-selfservice.westernsydney.edu.au/StudentSelfService/ssb/studentCommonDashboard/>)