DIPLOMA IN COMMUNICATION/BACHELOR OF CREATIVE INDUSTRIES (6009)

Approved Abbreviation: DipComm/BCreatInd
Western Sydney University Program Code: 6009
AQF Level: 7

CRICOS Code: 096971K

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 to 2020 please refer to 6009.1 - Diploma in Communication/Bachelor of Creative Industries (http://handbook.westernsydney.edu.au/hbook/course.aspx?course=6009.1)

The Bachelor of Creative Industries is an interdisciplinary degree, with a core drawn from communication, design, law and business. It brings together major studies in creative disciplines, including Design, Creative Writing, Journalism, Design and Music, with studies in the business and legal aspects of working in the Creative Industries. Graduates will have the skills to manage creative enterprises and turn innovative new ideas into commercial operations. This degree offers creative people a deep understanding of how creative industries operate along with business and legal acumen. The Bachelor of Creative Industries is built around collaboration and co-working with creative industries located in Greater Western Sydney (GWS).

The first year of this program is delivered by Western Sydney University The College, as an agent of Western Sydney University, via extended face-to-face hours in smaller learning environments. A Diploma in Communication exit point is also available at the end of the first year of the program.

For more information on Western Sydney University, The College, please refer to their web site.

Western Sydney University, The College (https://www.westernsydney.edu.au/future/study/application-pathways/the-college.html)

For program advice during your first year of study, please use the contact below under 'Program Advice'. For program advice during your second and subsequent years of study, please use the contact listed for Bachelor of Creative Industries.

Bachelor of Creative Industries (http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1838.1)

Early Exit

Students may exit this program on completion of 100 credit points with a 7043 Diploma in Communication (exit only) (https://hbook.westernsydney.edu.au/archives/2021-2022/programs/diploma-communication-exit-only/)

Study Mode

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

Program Advice

College Course Enquiries (AdminApp@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
The College - Nirimba Education Precinct	Full Time	Internal	See above
The College - Nirimba Education Precinct	Part Time	Internal	See above

Accreditation

The Bachelor of Creative Industries (PR) is accredited by the Public Relations Institute ofAustralia (PRIA).

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

For more information on applying please see link to The College admission pages below.

https://www.westernsydney.edu.au/thecollege/how_to_apply (https://www.westernsydney.edu.au/thecollege/how_to_apply/)

Domestic students are required to have:

- Completed an English subject in the NSW Higher School Certificate, Or
- Competency in English at IELTS 6.0 equivalent (unless a native speaker) Or
- Passed The College English test at IELTS 6.0 equivalent Or
- Passed The College Foundation Studies Academic English subject at C grade level or higher.

Met other entry requirements such as:

- An ATAR identified prior to the offer of a place, Or
- Completed The College Foundation Studies program with a Grade Point Average of 5.5 or higher.

International students must satisfy one of the following language requirements:

- IELTS 6.0 with a minimum 5.5 in each sub band Or
- Completed the College EAP 4 program with a 50% pass Or
- Passed The College English test at IELTS 6.0 equivalent Or
- Passed The College Foundation Studies Academic English subject at C grade level or higher for which advanced standing can be applied for.

Academic Entry Requirements vary according to country of origin. However, in general:

- Completion of Year 12 or its equivalent is the minimum entry requirement Or
- Completed The College Foundation Studies program with a Grade Point Average of 5.5 or higher.

Program Structure

Qualification for this award requires the successful completion of 260 credit points which include the subjects listed in the recommended sequence below.

Western Sydney University The College Subjects

Nirimba and Parramatta Campus

Please note that all campuses may not have intakes each year.

Full-time

Course	Title	Credit Points
Year 1		
Term 1 Intake		
First Term of Study		
Preparatory Subjects		
LANG 0003	Academic English (WSTC Prep)	10
COMM 0015	Communication Practices (WSTC Prep)	10
COMM 1021	Media Cultures and Industries (WSTC)	10
Second Term of Study		
University Level Subjects		
COMM 1033	Writing Ecologies (WSTC)	10
BUSM 1009	Enterprise Leadership (WSTC)	10
And select one of the following Introduction to Major units		10
COMM 1040	Introduction to Screen Media (WSTC)	
DESN 1012	Image Design (WSTC)	
BUSM 1027	Organisational Behaviour (WSTC)	
MKTG 1002	Advertising: An Introduction (WSTC)	
Third Term of Study		
COMM 1011	Data, Mediation and Power (WSTC)	10
DESN 1019	Visual Storytelling (WSTC)	10
BUSM 1011	Financing Enterprises (WSTC)	10
And select one of the following Introduction to Major units		10
COMM 1019	Introduction to Journalism (WSTC)	
LANG 1016	Introduction to Literary Studies (WSTC)	
MKTG 1010	Public Relations Theory and Practice (WSTC)	

Course	Title	Credit Points
HUMN 1067	Introduction to Culture and Society (WSTC)	
	Credit Points	**100**
	Total Credit Points	**100**

Course	Title	Credit Points
Year 1		
Term 2 Intake		
Year 1		
First Term of Study		
LANG 0003	Academic English (WSTC Prep)	10
COMM 0015	Communication Practices (WSTC Prep)	10
COMM 1021	Media Cultures and Industries (WSTC)	10
Second Term of Study		
COMM 1011	Data, Mediation and Power (WSTC)	10
BUSM 1009	Enterprise Leadership (WSTC)	10
And one of the following Introduction to Major units		10
COMM 1019	Introduction to Journalism (WSTC)	
LANG 1016	Introduction to Literary Studies (WSTC)	
MKTG 1010	Public Relations Theory and Practice (WSTC)	
DESN 1012	Image Design (WSTC)	
Third Term of Study		
COMM 1033	Writing Ecologies (WSTC)	10
DESN 1019	Visual Storytelling (WSTC)	10
BUSM 1011	Financing Enterprises (WSTC)	10
And one of the following Introduction to Major units		10
COMM 1040	Introduction to Screen Media (WSTC)	
BUSM 1027	Organisational Behaviour (WSTC)	
MKTG 1002	Advertising: An Introduction (WSTC)	
HUMN 1067	Introduction to Culture and Society (WSTC)	
	Credit Points	**100**
	Total Credit Points	**100**

Students may exit at this point and graduate with the Diploma in Communication following a passing grade in all of the above subjects. Students who progress onto Year 2 may also be awarded the Diploma if they gain a passing grade in all of the above subjects.

- Students must pass all College Preparatory subjects before progressing to the Year 2 subjects.
- Students must pass at least 70 credit points of University level subjects in Year 1 before progressing to the Year 2 subjects.

Qualification for this award then requires the successful completion of a further 160 credit points including the subjects listed in the recommended sequence below.

Students must complete

- Twelve compulsory core subjects (six having been completed in year one)
- Two subjects from the Introduction to Major units pool
- One Major or two Minors

Note: The recommended sequence is subject to variation based on the student's nominated field of study.

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

Media Arts Production

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/)

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

Culture and Society, Minor (0264) (https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/culture-society-minor/)

Digital Cultures, Minor (0070) (https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/digital-cultures-minor/)

English, Minor (0009) (https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/english-minor/)

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

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.

Western Sydney University Subjects

For program advice during your second and subsequent years of study, please use the contact listed for the Bachelor of Creative Industries.

Bachelor of Creative Industries (http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1838.2)

Course	Title	Credit Points
Year 2		
Autumn session		
COMM 1036	Introduction to the Creative Industries	10
COMM 2024	Media Law and Ethics	10
Select two subjects from a selected major or minor		20
	Credit Points	**40**
Spring session		
COMM 3011	Creative TEAMS 1	10
Select two subjects from a selected major or minor		20
Select one elective		10
	Credit Points	**40**

Course	Title	Credit Points
Year 3		
Autumn session		
BUSM 1006	Enterprise Innovation and Markets	10
COMM 3012	Creative TEAMS 2	10
Select two subjects from a selected major or minor		20
	Credit Points	**40**
Spring session		
COMM 3010	Creative Industries Professional Project or Internship	10
Select two subjects from a selected major or minor		20
Select one elective		10
	Credit Points	**40**
	Total Credit Points	**160**

Equivalent Subjects

The subject listed below count towards completion of this Program for students who passed this subject in 2022 or earlier.

HUMN 1018 Everyday Life (WSTC), replaced by HUMN 1067 Introduction to Culture and Society (WSTC)