

Bachelor of Mass Communication (BMCM) - BMassCom

CRICOS code (International applicants): 040075E

	On-campus	Distance education
Semester intake:	Semester 1 (March) Semester 2 (July)	Semester 1 (March) Semester 2 (July) Semester 3 (November)
Campus:	Toowoomba	-
Fees:	Commonwealth supported place International full fee paying place	Commonwealth supported place International full fee paying place
Standard duration:	3 years full-time, 6 years part-time or external	
Program articulation:	From: Diploma of Arts To: Bachelor of Arts (Honours)	

Contact us

Future Australian and New Zealand students	Future International students	Current students
Ask a question Freecall (within Australia): 1800 640 678 Phone (from outside Australia): +61 7 4631 5315 Email: studyarts@usq.edu.au	Ask a question Phone: +61 7 4631 5543 Email: international@usq.edu.au	Ask a question Freecall (within Australia): 1800 007 252 Phone (from outside Australia): +61 7 4631 2285 Email usqassist@usq.edu.au

Communication and media studies major

This major combines the study of human communication theory with the development of human communication skills. Students will analyse the areas of language, film, television and culture, while learning about interpersonal, group and mass communication, and communication in multicultural societies. Students will develop an understanding of communication problems in society by examining communication processes at all levels.

Career opportunities

Opportunities exist in public relations, communication policy, management, administration and the arts, culture and media industries, teaching and community development.

Creative Media

This major focuses on providing a creative environment for students interested in the artistic use of computer driven digital technologies, with a focus on conceptualising, designing and applying self-generated projects sustained upon a firm technological base and professional application. Students will work in the field, in the television studio, sound studios and design and computer labs to release their projects.

Career opportunities

Television production, animator, video and sound production, secondary teacher (with further study).

Journalism major

Students prepare for a career in journalism or a related field by reporting, writing, editing, designing and producing for the Web, television, radio, newspapers and magazines. A wide range of knowledge and skills

across multiple media, and a focus on hands-on experience, enables students to work in the 21st century's digital newsrooms. Students are also encouraged to link with industry by undertaking internships as journalists.

Career opportunities

Our graduates are working in radio, television, online and print media, throughout Australia and overseas. They include news and specialist reporters, columnists, commentators, copywriters, producers, sub-editors, editors, newsreaders and presenters. Journalism skills are also valued in public relations, publishing, law, commerce and business – where experienced journalists have become media officers, publishers, editors, speechwriters for government officials, politicians and executives, and corporate communicators.

Public relations major

Students gain the skills and knowledge to review communication policies within an organisation and develop and implement communication programs and strategies. This major will also equip students with skills required in the industry, such as issues management, specialist writing, how to create public awareness campaigns and how to improve public and media relations. Students will identify communication problems of organisations through appropriate research and strategic planning.

Career opportunities

Most organisations recognise the importance of public relations to ensure the support of the public, media, government and their own staff. Opportunities exist in the areas of corporate public relations, consulting, government organisations, lobby groups, fund-raising, publicity and promotion, and community development. This program is accredited by the Public Relations Institute of Australia (PRIA).

Program aims

This program aims to produce graduates who have a mastery of a range of communication industry skills, supported by extensive contextual studies in communication/media theory, and professional skills in preferred areas of journalism, public relations, media production (continuing students only), organisation and business communication (continuing students only) and creative multimedia.

The program allows specific emphasis on those skills of a mass communication nature that produce graduates who have:

- a general understanding and appreciation of the complexities of human thought, expression and behaviour in a variety of subject areas
- developed further their personal, cultural, creative and intellectual capacities
- an awareness of, and ability to evaluate, various explanations of human behaviour
- the intellectual and practical skills necessary to apply knowledge in fields such as further study, research, employment and community service
- the ability to analyse, construct, and evaluate arguments critically.

The Bachelor of Mass Communication seeks to develop critical, articulate students by offering a range of five majors in areas that meet industry demand and increase the employability of graduates.

Program objectives

On successful completion of the program students should be able to demonstrate:

- the ability to express themselves with clarity and coherence
- the ability to comprehend the fundamental nature of the process of communication in a range of mass communication forms including journalism, media production (continuing students only) and public relations
- having met the specified aims and objectives of those majors chosen in the mass communication degree
- a knowledge and understanding of the theoretical issues, problems and methodologies of mass communication

- an awareness of the ethical and social responsibilities that are integral to the function of professional endeavours.

Admission requirements

Admission to the Bachelor of Mass Communication is in accordance with University admission guidelines for undergraduate programs.

International applicants must have met the [University's English language requirements](#) or have completed the [University's ELICOS/UNIPREP program](#).

How to apply

Domestic students

[Application for undergraduate programs](#) may be made through the Queensland Tertiary Admissions Centre (QTAC). The same procedure applies whether you plan to study on-campus or by distance education.

If you completed Year 12 at a Queensland secondary school you will be assessed for entry on the basis of your Overall Position (OP) or equivalent score. Year 12 students from other states or territories are considered for entry on the basis of their UAI, ENTER or TER and the subject prerequisites indicated. Other applicants will be based on their overall Rank. You should ensure you submit your application by the [closing dates](#).

International students

This program is offered to international students. An international student is a person who is not an Australian or New Zealand citizen and not an Australian permanent resident. Please refer to [USQ International](#) for information about entry requirements, visa arrangements and how to apply.

Program fees

Commonwealth supported place

A Commonwealth supported place is where the Australian Government makes a contribution towards the cost of your higher education and you as a student pay a [student contribution amount](#), which varies depending on the courses undertaken. You are able to calculate the fees for a particular course via the [Course Fee Finder](#).

Commonwealth Supported students may be eligible to defer their fees through a Government loan called [HECS-HELP](#).

International full fee paying place

International students pay [full fees](#). Full fees vary depending on the courses that are taken and whether they are studied on-campus, via distance education/online. You are able to calculate the fees for a particular course via the [Course Fee Finder](#).

Program structure

The Bachelor of Mass Communication is a full-time three-year program that may be completed over six years of part-time study. Maximum time for completion is nine years. The Bachelor of Mass Communication consists of 24 units. Together with the core courses of [CMS1000 Communication and Scholarship](#) and [CSC1402 Foundation Computing](#), students should take one of the following combinations of elements.

Two major studies, minor, and/or electives. Majors and minor studies will consist of studies offered by the School of Humanities and Communication in any combination of Communication and Media Studies, Creative Media, Journalism and Public Relations.

On-campus students only	First Year Level	Second Year Level	Third Year Level	Total
Core courses *	CMS1000 , CSC1402	Third core course		3
Major sequence 1	7 courses over first, second and third year levels, with at least 2 courses at third year level from a Mass Communication major			7

Major Sequence 2	7 courses over first, second and third year levels, with at least 2 courses at third year level from a Mass Communication major	7
Minor sequence	4 courses over first, second or third year levels from majors offered by School of Humanities and Communication	4
Elective courses	3 courses over first, second and/or third year levels from anywhere in the university provided they meet the pre-requisites.	3
		24

Footnotes

* To satisfy Faculty of Arts program policy, students will need to complete three units of the following: [CMS1000 Communication and Scholarship](#), [CSC1402 Foundation Computing](#), and , an alternative Faculty of Arts Level 1 course not subject to audition, quota restriction or other enrolment requirements. The course must be chosen from outside the student's major or minors.

The following are therefore acceptable core courses:

- [ANT1000 World Archaeology: An Introduction](#)
- [ANT1001 Introductory Anthropology](#)
- [CMS1010 Introduction to Communication and Media Studies](#)
- [CMS1011 Understanding Television](#)
- [EDC2200 Indigenous Perspectives for Educators](#)
- [ENL1000 Introduction to Literature](#)
- [ENL1001 Australian Stories](#)
- [HIS1000 World Civilizations to 1500 AD](#)
- [HIS1001 Introduction to Australian History](#)
- [IND1000 Indonesian 1A](#)
- [INR1000 International Relations in a Globalizing Era](#)
- [INR1001 Global Transitions and Human Security](#)
- [LAC1001 Language Survival Skills](#)
- [MUS1031 Music History 1 EXT only](#)
- [MUS2087 Introduction to Popular Music EXT only](#)
- [SOC1000 Approaches to the Social Sciences](#)
- [THE1001 Introduction to History and Theory of Drama 1](#)
- [VSA1001 Contemporary Art Practice 1.](#)

The course should be chosen from outside the student's majors or minor study.

Required time limits

Students have a maximum of 9 years to complete this program.

Major studies

A Major Study is a specified group of courses with a value of seven units. A major must have courses over three levels and contain at least two courses at third level.

Students are NOT to select more than two majors or a minor from Journalism, Creative Media and Public Relations. The minor study should be selected from other majors/minors offered by the School of Humanities and Communication. Elective courses may be taken from other major areas offered elsewhere in the university.

A minor study of four units or three elective courses may be taken from Courses outside the Faculty of Arts on the approval of the student's Program Coordinator.

Communication and Media Studies recommended enrolment pattern

Students wishing to proceed to Honours in Mass Communication are strongly advised to complete [CMS2012 Introduction to Communication Research](#) as an additional elective in the second or third year of their program.

Major study: Communication and Media Studies							Enrolment requirements
Course	Year of program and semester in which course is normally studied						
	On-campus (ONC)		External (EXT)		Online (WEB)		
	Year	Sem	Year	Sem	Year	Sem	
CMS1010 Introduction to Communication and Media Studies	1	1		1			
CMS1011 Understanding Television	1	2		2			
CMS2012 Introduction to Communication Research*			2	1			Pre-requisite: CMS1000 or ASD1000 or FOE1000
CMS2013 Cinema Text and Theory	2	2					Pre-requisite: CMS1010 or CMS1011 or other course approved by the examiner.
CMS2014 New Hollywood Cinema			2	2			
CMS2016 Communication, Technology and Policy	2	1	2	1			Pre-requisite: (CMS1000 or ASD1000) and CMS1010
CMS3012 Theories and Discourses of Power	3	1	3	1			
CMS3010 Environmental Discourses: Democracy, Science & Economics	3	2	2	2			

Footnotes

* Available on-campus at Fraser Coast

Creative Media recommended enrolment pattern

Students enrolling in the Creative Media Major must choose 8 courses from the below table in consultation with Creative Media Discipline Head on +61 7 4631 1056. Entry to the Creative Media major is subject to a successful interview during Orientation Week.

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (WEB)		
	Year	Sem	Year	Sem	Year	Sem	
MEA1000 Elements of Multimedia	1	1	1	1			
MEA1002 Creative Editing	1	1	1	1			
MEA1001 Guerrilla Video	1	2					Pre-requisite: MEA1002
MEA1003 Audio Production 1	1	2					
MEA1004 Cinematic Language	1	2				2	
MEA2000 Scriptwriting for Creative Media	2	1					
MEA2001 Location Sound and Image	2	1					Pre-requisite: MEA1001
MEA2005 2D and 3D Modelling	2	1					
MEA2003 Through the Lens	2	2					Pre-requisite: MEA2001
MEA2002 Production Design for Media	2	2					
MEA2004 Animation Production 1	2	2					Pre-requisite: MEA2005
BCA3000 BCA Project A	3	1	3	1			OE
MEA3000 Television Studio Practice	3	1					Pre Requisite: MEA2003
BCA3002 Arts Business Practice	3	1	3	1			OE
BCA3001 BCA Project B	3	2	3	2			OE
MEA3001 Animation Production 2	3	2					Pre-requisite: MEA2004

Footnotes

OE Before enrolling in this course students must check that they have satisfied the 'Recommended prior study' or 'Other enrolment' requirements set out in the Other requisites section of the course specification.

Journalism recommended enrolment pattern

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (WEB)		
	Year	Sem	Year	Sem	Year	Sem	
JRN1000 Introduction to Journalism	1	1		1, 3			
JRN2000 News Reporting	1	2		2			Pre-requisite: (JRN1000 and CMS1000) or JRN1000 for students enrolled in the GDJN Program
JRN2004 Public Affairs Reporting	2	1		1			Pre-requisite: JRN2000
Choose one of the following two courses							
JRN2001 Publication Layout and Design	2	1		1			Pre-requisite: JRN1000
JRN2002 Radio Journalism	2	1					Pre-requisite: JRN1000 and JRN2000
Choose one of the following two courses							
JRN2003 Feature Writing	2	2		2			Pre-requisite: JRN2001 or PRL1001 or JRN1000
JRN2005 Broadcast Reporting	2	2					Pre-requisite: JRN2002
Choose one of the following three courses							
JRN3002 Broadcast Newsroom	3	1					Pre-requisite: JRN2002 and JRN2005
JRN3001 Journalism Publication	3	2		2			Pre-requisite: JRN2003
JRN3000 Independent Study#			3	1			Pre-requisite: JRN2003 or JRN2005
Compulsory course							
JRN2006 Media Law and Ethics	3	2		2			Pre-requisite: JRN1000

Footnotes

[JRN3000](#) should only be taken on the advice of the examiner.

Public Relations recommended enrolment pattern

Course	Major study: Public Relations						Enrolment requirements
	Year of program and semester in which course is normally studied						
	On-campus (ONC)		External (EXT)		Online (WEB)		
Year	Sem	Year	Sem	Year	Sem		
PRL1002 Principles and Practice of Public Relations	1	1	1	1			
PRL1003 Reputation Management	1	2	1	2			
PRL1001 Writing for Public Relations	2	1	2	1			Pre-requisite: PRL1002 and PRL1003
PRL2002 Community Consultation and Development	2	1	2	1			
PRL2001 Issues and Crisis Management	2	2	2	2			
PRL2000 Public Relations Practice and Techniques	3	1	3	1			Pre-requisite: PRL1002 and PRL1001
PRL3000 Public Relations Project			3	1, 2, 3			Pre-requisite: PRL2001 and PRL2000

Notes:

[PRL1004 Issues in Organisational Communication](#) is highly recommended as an elective for second level students.