

Bachelor of Applied Media (BAPM) - BAppMed

QTAC code (Australian and New Zealand applicants): Springfield campus: 929651

CRICOS code (International applicants): 059207J

This program is offered to continuing students only. No new admissions will be accepted. Students who are interested in this study area should consider the .

	On-campus*
Start:	No new admissions
Campus:	Springfield
Fees:	Commonwealth supported place Domestic full fee paying place International full fee paying place
Standard duration:	3 years full-time, 6 years part-time

Footnotes

* Some of the majors are available in external mode only.

Contact us

Current students
Ask a question Freecall (within Australia): 1800 007 252 Phone (from outside Australia): +61 7 4631 2285 Email usq.support@usq.edu.au

Program aims

The Bachelor of Applied Media is designed to foster interaction between multidisciplinary developers, educators and the media industry in understanding, and contributing to, the rapid evolution of media broadcast products. It aims to produce graduates who are equipped to identify, analyse and produce media related product in both private and public sectors. This program aims to produce a graduate of high academic and professional standard who is capable of successfully competing for employment in a relevant profession and pursuing career development in this discipline or other related areas. The Bachelor of Applied Media seeks to develop critical, articulate, creative students by offering a range of majors and minor studies in disciplines that meet industry demand.

Program objectives

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

- demonstrate strong communication skills
- understand the concepts, processes and procedures relevant to media related industries
- identify and evaluate the environments within which media is conducted
- identify information needs appropriate to their studies and apply the techniques required to gather and impart such information
- identify, analyse and solve problems in several public and private areas of media by selecting and using appropriate media applications
- apply methods, concepts and theories to the creation of media projects
- evaluate the outcomes of media projects
- act within the ethos of professional media practice
- have knowledge of at least one associated discipline.

Admission requirements

To be eligible for admission, applicants must satisfy the following requirements:

- Admission to the Bachelor of Applied Media is in accordance with [University's Admissions Policy](#) for undergraduate programs.

Students who have completed a Diploma or Advanced Diploma of Screen (Film and Television), or other media-associated Diploma or Advanced Diploma from TAFE (or other accredited provider) may be granted advanced standing – see Credit.

All students are required to satisfy the applicable [English language requirements](#).

If students do not meet the English language requirements they may apply to study a University-approved [English language program](#). On successful completion of the English language program, students may be admitted to an award program.

Program fees

Commonwealth supported place

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

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

Domestic full fee paying place

Domestic full fee paying places are funded entirely through the full fees paid by the student. Full fees vary depending on the courses that are taken. Students are able to calculate the fees for a particular course via the [Course Fee Schedule](#)

Domestic full fee paying students may be eligible to defer their fees through a Government loan called [FEE-HELP](#) provided they meet the residency and citizenship requirements.

Australian citizens, Permanent Humanitarian Visa holders, Permanent Resident visa holders and New Zealand citizens who will be resident outside Australia for the duration of their program pay full tuition fees and are not eligible for [FEE-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. Students are able to calculate the fees for a particular course via the [Course Fee Schedules](#).

Program structure

The Bachelor of Applied Media consists of 24 courses. All students must complete core studies - 16 courses taken over three years and either:

- a Specialisation Major - 8 courses, or
- two minor studies of 4 courses each - 8 courses, or
- one minor study - 4 courses and 4 electives – 4 courses

Required time limits

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

Core courses

The Bachelor of Applied Media core courses are as follows:

Course	Year	Semester - On-campus (ONC)
MMS1003	1	1
MEA2000	1	1
CMS1000 Communication and Scholarship	1	1,2,3
MMS1012	1	2
MMS1013	1	2
MMS1011	1	2
MMS2023	2	1
MMS2021	2	1
MMS2022	2	2
MMS2031 Short Narrative Production	2	2
MMS2011	2	2
MMS3012	3	1
MMS3024	3	1
MMS3026	3	1
MMS3021 Experimental Media Production	3	2
MMS3010	3	2

Major studies

In addition to the Core Studies all students must choose to complete **either** an 8 course Specialisation Major **or**, alternatively, students may choose to study two 4 course Minor Sequences instead **or** a 4 course minor and 4 electives.

Creative Media (including Multimedia)

Course	Mode	Semester
MEA1000	ONL	1
CSC1401 Foundation Programming	ONL	1,2,3
CSC2408 Software Development Tools	ONL	2
CSC2406 Web Technology 1	ONL	2
MEA1004	ONL	2
MEA2005	ONL	1
MEA2004	ONL	2
BCA3002	ONL	1

English Literature

Course	Mode	Semester
ENL1000 Introduction to Literature	ONC, ONL	1,3
ENL1001 Australian Stories	ONC, ONL	2
ENL2002	ONC	1
ENL2004	ONC, ONL	2
ENL3005 The Australian Novel 1975-2010	ONC, ONL	1
ENL3004 The Literary Canon: How to Read Great Books	ONL	2

ENL3000 Modernism	ONC, ONL	1
HMT3001 Independent Study Project A	ONL	1

Journalism

Course	Mode	Semester
JRN1020 Introduction to Professional Journalism Formerly JRN1000: Students who have completed JRN1000 should not enrol in JRN1020.	ONC, ONL	2, 3 (Year 1)
JRN2000	ONC, ONL	1 (Year 1)
JRN2006 Media Law and Ethics Formerly JRN3006: Students who have successfully completed JRN3006 should not enrol in JRN2006.	ONC, ONL	1 (Year 2)
JRN2001 Photojournalism and Editorial Design	ONC, ONL	2 (Year 1)
JRN2002	ONC, ONL	2 (Year 3)
JRN1010 Analysing News and Media Formerly JRN2010: Students who have successfully completed JRN2010 should not enrol in JRN1010.	ONC	1 (Year 3)
JRN3001 Online Journalism	ONC, ONL	2 (Year 3)
JRN3003 Feature Writing [#]	ONC, ONL	1 (Year 3)

Footnotes

This course is not offered on-campus S1 2019

Theatre

Course	Mode	Semester
THE1001	ONC, ONL	1
THE1002	ONC, ONL	2
THE2002	ONL	2
THE2003	ONC, ONL	1
THS2006 Pre-Renaissance Drama [*]	ONL	1
THE2007 Shakespearean Theatre: Then and Now [*] OR	ONL	2
THE2008 Modern Drama: Plays in-between [#]	ONC, ONL	2
BCA3002	ONL	1
BCA3001 BCA Project B	ONL	2

Footnotes

* Offered in odd years

Offered in even years

Visual Arts

Course	Mode	Semester
VSA1000	ONL	1,3
VSA1003	ONC, ONL	2

VSA2000	ONC, ONL (Arts Management only)	1
VSA2001	ONC, ONL (Arts Management only)	2
VSA1021	ONL (Arts Management only)	2
BCA3002	ONL (Arts Management only)	1
VSA3021 Contemporary Art Theory 1	ONC, ONL	1
VSA3022 Contemporary Art Theory 2	ONC, ONL	2

Tourism Management

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Mode	Semester
MKT1001 Introduction to Marketing	ONC	1, 2
TOU1003 Tourism Management	ONC	1
TOU2008 Ecotourism	ONL	1
TOU2009 Cultural Tourism	ONC	2
MKT2012 Services Marketing	ONC	2
MGT3001 Global Management	ONC	1
TOU3010 Event Management	ONC	2
Select 1 of the following courses:		
BUS3000	ONC	2, 3
MKT3001 Marketing Research	ONC	1
MKT3007 Marketing Strategy	ONC	2

Marketing

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Mode	Semester
MKT1001 Introduction to Marketing	ONC	1, 2
MKT1002 Consumer Behaviour	ONC	2
MKT2001 Marketing Communications	ONC	1
MKT2002 Global Marketing	ONC	1
MKT2004 Marketing Channels	ONC	2
MKT2012 Services Marketing	ONC	2
MKT3001 Marketing Research	ONC	1
MKT3007 Marketing Strategy	ONC	2

Education

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Mode	Semester
EDC1200	ONC	1
EDC1100	ONC	1

EDC1300 The Collaborative Educator	ONC	2
EDX1250 Arts Curriculum and Pedagogy 1: Dance, Drama, Media Arts, Music and Visual Arts	ONC	1
EDX1450 HPE Curriculum Studies 1	ONC	2
EDC2200 First Nations Education	ONC	2
EDC2400 Educating Learners with Special Needs Across Contexts	ONC	1
EDC2300 Assessment Practices for Secondary	ONC	2

Minor Studies

Students may take the minor studies path instead of the Specialisation Major. Option Studies are designed to enable students to widen their knowledge and perspectives across a range of disciplines. The purpose of the minor study sequence is to provide the student with the opportunity to bring skills and knowledge from a broader range of disciplinary approaches to underpin their applied media practice and careers. Courses must be taken over two levels. If a minor/Option study path is preferred, the student is required to choose two of the minor sequences as a substitute for the major from:

- the list of courses available on the Springfield campus below; or
- another minor studied externally from Toowoomba campus.

Communication and Media Studies minor

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Semester/Mode of Offer
CMS1010 Introduction to Communication Studies	S1 ONC, ONL
CMS2017 Australian Television	S1 ONC, ONL
CMS2018 Cultural Industries - Cultural Economies	S2 ONC, ONL
CMS2019 Global Hollywood	S1 ONC, ONL

Creative Media minor

Course	Semester/Mode of Offer
MEA1000	S1 ONL
MEA1004	S2 ONL
MEA2005	S1 ONL
MEA2004	S2 ONL

English Literature minor

Course	Semester/Mode of Offer
ENL1000 Introduction to Literature	S1 ONC; S3 ONL
ENL1001 Australian Stories	S2 ONC, ONL
ENL2002	S1 ONC
ENL2004	S2 ONC, ONL

History minor

Course	Semester/Mode of Offer
HIS1000 World History to 1500 CE	S1 ONC, ONL

HIS1001 Australian Colonies to Federation, 1788-1901	S1 ONC, ONL
HIS1003	S2 ONC, ONL
HIS2001 Race Relations in Australian History	S1 ONC, ONL

Journalism minor

Course	Semester/Mode of Offer
JRN1020 Introduction to Professional Journalism Formerly JRN1000: Students who have completed JRN1000 should not enrol in JRN1020.	S2 ONC, ONL; S3 ONL
JRN2000	S1 ONC, ONL
JRN2001 Photojournalism and Editorial Design	S2 ONC, ONL
JRN3003 Feature Writing	S1 ONC, ONL

Theatre minor

Course	Semester/Mode of Offer
THE1001	S1 ONC, ONL
THE1002	S2 ONC, ONL
THE1003	S2 ONC, ONL
THE2003	S1 ONC, ONL

Visual Arts minor

Course	Semester/Mode of Offer
VSA2000	S1 ONC, ONL
VSA1000	S1,3 ONL
VSA1001	S2 ONL (Arts Management only)
BCA3002	S1 ONL

Public Relations minor

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Semester/Mode of Offer
PRL1002 This is Public Relations	S1 ONC, ONL
PRL1003	S2 ONL
PRL2003 Writing for Public Relations	S1 ONC, ONL
PRL2001 Communicating Through Issues and Crisis	S2 ONC, ONL

Tourism Management minor

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Semester/Mode of Offer
TOU1003 Tourism Management	S1 ONC
TOU2008 Ecotourism	S1 ONL
TOU3010 Event Management	S2 ONC
TOU2009 Cultural Tourism	S2 ONC

Marketing minor

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Semester/Mode of Offer
MKT1001 Introduction to Marketing	S1,2 ONC
MKT1002 Consumer Behaviour	S2 ONC
MKT2002 Global Marketing	S1 ONC
Select one other course from the Marketing major in the BBUS Bachelor of Business (subject to enrolment requirements).	

Education minor

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Semester/Mode of Offer
EDC1100	S1 ONC
EDC1200	S1, S3 ONC
EDC1300 The Collaborative Educator	S2, S3 ONC
EDC2200 First Nations Education	S2, S3 ONC

Psychology minor

Please note that courses are subject to change as new courses become available at Springfield campus.

Course	Semester/Mode of Offer
PSY1010 Foundation Psychology A	S1 ONC, ONL; S3 ONL
PSY1101 Critical Thinking	S1 ONC, ONL
PSY1020 Foundation Psychology B	S2 ONC, ONL; S2 ONC, ONL
PSY1030 Cross-Cultural and Indigenous Psychology	S2 ONC, ONL; S3 ONL

IT requirements

Access to high-level computers is necessary as computers play an important role in the studying and learning process, especially in media related fields where digital technology has superseded analogue traditions. Students are strongly encouraged to make use of up-to-date computer technology in a number of ways to facilitate learning, and in the production of assessment material. Some courses require substantial access to a computer because computer software is integral to the material being taught in the course. On-campus students will access appropriately equipped laboratories, but should consider acquisition of their own computer.

Additionally, students are required to purchase an External 7200 rpm Hard Drive with Firewire in their first semester, first year. This hardware will be necessary for use over the duration of the three years (full-time) of the degree course.

The University is installing a wireless network for students' computers. In order to take advantage of this facility and further enhance their on-campus learning environment, students should consider purchasing a notebook/laptop computer with wireless connectivity.

External students should be able to access a computer with the following [minimum standards](#) as advised by the University. All students should have access to email and the Internet via a computer running the latest versions of Internet web browsers such as Internet Explorer or Firefox.

Other program requirements

Students must maintain good standing in this program. Please refer to the [Academic Standing, Progression and Exclusion Procedure](#).

Credit

- Students with prior industry experience and/or previous related study may apply for consideration for credit
- In particular, students who have completed the Advanced Diploma of Screen (Film and Television) or the Diploma of Screen (Film and Television) from a TAFE (or other accredited provider) may apply for credit of up to 8 core courses as per AQF agreement. All requests for further credit above the agreed 8 units will be considered on a case by case basis and responses directed by the Faculty of Business, Education, Law and Arts. The Faculty is not obliged to grant further credit above the 8 units but is able to do so if it believes there are demonstrated grounds for doing so.

Recommended enrolment pattern - Springfield campus only

Students are able to enrol in any offered mode of a course (on-campus, external or online), regardless of the program mode of study they enrolled in.

Given the program structure information, students should plan their enrolment making sure that they have fulfilled all core, major, minor and elective requirements. Enrolment requirements must be satisfied before enrolling in a course.

As a guide, full-time students should plan to undertake eight courses per year or four units per semester. For further details, see above under Program Structure.

Courses in the core studies are only offered on-campus and follow a strict pre-requisite pattern. While most courses in the specialisation major, minor, and elective studies are on-campus a small number are only offered externally at this time.

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (ONL)		
	Year	Sem	Year	Sem	Year	Sem	
First Year							
MMS1003	1	1					
MEA2000	1	1					
CMS1000 Communication and Scholarship *	1	1,2			1	1,2,3	Enrolment is not permitted in CMS1000 if MGT1200 has been previously completed.
Course from Specialisation major, Minor study or elective	1	1					
MMS1012	1	2					
MMS1013	1	2					
MMS1011	1	2					
Course from Specialisation major, Minor study or elective	1	2					
Second Year							
MMS2021	2	1					
MMS2023	2	1					
Course from Specialisation major, Minor study or elective	2	1					
Course from Specialisation major, Minor study or elective	2	1					
MMS2022	2	2					
MMS2031 Short Narrative Production	2	2					
MMS2011	2	2					
Course from Specialisation major, Minor study or elective	2	2					
Third Year							
MMS3012	3	1					
MMS3026	3	1					
MMS3024	3	1					
Course from Specialisation major, Minor study or elective	3	1					

Consult the Handbook on the Web at <http://www.usq.edu.au/handbook/current> for any updates that may occur during the year.
 (DISCONTINUED) Bachelor of Applied Media (BAPM) - BAppMed (2022)

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (ONL)		
	Year	Sem	Year	Sem	Year	Sem	
MMS3021 Experimental Media Production	3	2					
MMS3010	3	2					
Course from Specialisation major, Minor study or elective	3	2					
Course from Specialisation major, Minor study or elective	3	2					

Footnotes

* Students who have completed CMS1009 Communication in Academic and Professional Contexts cannot enrol in [CMS1000](#).