

## Bachelor of Communication and Media (BCNM) - BCmn

QTAC code (Australian and New Zealand applicants): Toowoomba campus: 909881; Online: 909885;  
Springfield campus: 929881

CRICOS code (International applicants): 093872D

**This program is currently undergoing internal reaccreditation. This may result in changes to the program for 2022.**

	On-campus	Online
<b>Start:</b>	Semester 1 (February) Semester 2 (July)	Semester 1 (February) Semester 2 (July) Semester 3 (November)
<b>Campus:</b>	Springfield, Toowoomba	-
<b>Fees:</b>	Commonwealth supported place Domestic full fee paying place International full fee paying place	Commonwealth supported place Domestic full fee paying place International full fee paying place
<b>Standard duration:</b>	3 years full-time, 6 years part-time	

### Contact us

Future Australian and New Zealand students	Future International students	Current students
<a href="#">Ask a question</a> Freecall (within Australia): 1800 269 500 Phone (from outside Australia): +61 7 4631 5315 Email: <a href="mailto:study@usq.edu.au">study@usq.edu.au</a>	<a href="#">Ask a question</a> Phone: +61 7 4631 5543 Email: <a href="mailto:international@usq.edu.au">international@usq.edu.au</a>	<a href="#">Ask a question</a> Freecall (within Australia): 1800 007 252 Phone (from outside Australia): +61 7 4631 2285 Email: <a href="mailto:usq.support@usq.edu.au">usq.support@usq.edu.au</a>

### Professional accreditation

The Bachelor of Communication and Media (Public Relations) and the Bachelor of Communication and Media (Public Relations Extended) are accredited with the [Public Relations Institute of Australia \(PRIA\)](#).

### Program aims

This program aims to produce graduates who have mastery over the professional practice of contemporary communication industry skills, supported by scholarly engagement with communication/media theory. Graduates will demonstrate professional practice in preferred areas of journalism, public relations, advertising and marketing, supported by a range of cognate skills from contemporary communication and media studies. Students can complement their major study with nominated major and minor studies from across the University's programs. The Bachelor of Communication and Media program allows specific emphasis on those skills required in communications professions, with emphasis on journalism, public relations and mass communication.

### Program objectives

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

- express themselves with clarity and coherence and in terms of the industry-knowledge of the communication professions

- explain and describe the fundamental nature of the process of communication in a range of communication forms including journalism, public relations, advertising and marketing
- critically examine and describe the theoretical issues, problems and methodologies of the communication professions
- solve problems according to the ethical and social responsibilities that are integral to the function of professional communication
- assess and apply methods, concepts, techniques and theories in projects from different professional communication contexts.

## Australian Qualifications Framework

The Australian Qualifications Framework (AQF) is a single national, comprehensive system of qualifications offered by higher education institutions (including universities), vocational education and training institutions and secondary schools. Each AQF qualification has a set of descriptors which define the type and complexity of knowledge, skills and application of knowledge and skills that a graduate who has been awarded that qualification has attained, and the typical volume of learning associated with that qualification type.

This program is at AQF Qualification Level 07. Graduates at this level will have broad and coherent knowledge and skills for professional work and/or further learning.

The full set of levels criteria and qualification type descriptors can be found by visiting [www.aqf.edu.au](http://www.aqf.edu.au).

## Program Information Set

View USQ's admission criteria, student profiles and a summary of all offers made under [Course Admission Information Set](#) via the QTAC website.

## Admission requirements

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

- Have achieved a minimum Australian Tertiary Admission Rank (ATAR) of **65**, or equivalent qualification.<sup>^</sup>
- English Language Proficiency requirements for Category 2.

Applicants are advised to also address the following:

- [Assumed knowledge](#) expectations: English (Units 3 & 4, C).

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.

<sup>^</sup> These are determined by the University for specific programs each Semester. The 2021 ATAR and tertiary entrance ranks are based on agreed QTAC schedules which assess formal study at Year 12 or [equivalent level](#), tertiary, preparatory, professional or vocational qualifications or work experience, as detailed in the QTAC Assessment of Qualifications Manual and QTAC Assessor Guidelines.

Adjustment factors may help you get into the program of your choice by increasing your entrance rank. The additional points don't apply to all applicants or all programs. Please read the information about USQ's [Adjustment Factors](#) carefully to find out what you may be eligible for.

## 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 Finder](#).

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 Finder](#).

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 Finder](#).

## Program structure

The Bachelor of Communication and Media is comprised of 24 single-unit courses as indicated in the table below. **Students are not permitted to complete more than 10 Level 1 courses as part of the program.**

Area of study	Number of units
<b>OPTION 1</b>	
Core courses	8 units
1 x 12–unit major from the Bachelor of Communication and Media: <ul style="list-style-type: none"><li>• Journalism Extended</li><li>• Television and Radio Extended</li><li>• Public Relations Extended</li></ul> <b>AND</b> 1 x 4-unit minor <i>or</i> 4 units of elective courses	16 units
<b>TOTAL</b>	<b>24 units</b>
<b>OPTION 2</b>	
8 x core courses	8 units

<p>1 x 8–unit major from the Bachelor of Communication and Media:</p> <ul style="list-style-type: none"> <li>• Advertising</li> <li>• Communication and Media Studies</li> <li>• Journalism</li> <li>• Marketing</li> <li>• Public Relations</li> <li>• Television and Radio</li> </ul> <p><b>AND one of the following</b></p> <ul style="list-style-type: none"> <li>• A second major from within the Bachelor of Communication and Media (8 units) *, <b>or</b></li> <li>• 2 x 4-unit minors from areas of study within the Bachelor of Communication Media, <b>or</b></li> <li>• 1 x 4-unit minor and 4 units of elective courses (from across the University subject to prerequisite requirements).</li> </ul> <p>* Alternatively, students may select one major from the list above and a second major from another USQ undergraduate program subject to meeting prerequisite requirements and with the approval of the Program Coordinator. Programs where students may consider a second major include: <a href="#">Bachelor of Arts</a>, <a href="#">Bachelor of Business and Commerce</a> (<a href="#">Bachelor of Business from S1, 2022</a>), <a href="#">Bachelor of Information Technology</a> and <a href="#">Bachelor of Science</a></p>	16 units
<b>TOTAL</b>	<b>24 units</b>

## Required time limits

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

## Core courses

All students must take the core courses:

- [CMS1000 Communication and Scholarship](#)
- [CMS1010 Introduction to Communication Studies](#)
- [MSD2500 Reading Film: Hollywood](#)
- [CMS2008 Subjectivities, the Self and Communication](#)
- [CMS3013 New Media](#)
- [JRN1010 Analysing News and Media](#)
- [PRL1002 This is Public Relations](#)
- [STA2100 Evaluating Information](#)

The recommended pattern for enrolment in core courses by full-time on-campus students is:

Year	Semester of offer	Course
1	1, 2 or 3	<a href="#">CMS1000 Communication and Scholarship</a>
1	1	<a href="#">JRN1010 Analysing News and Media</a>
1	1, 3	<a href="#">PRL1002 This is Public Relations</a>
1	1	<a href="#">CMS1010 Introduction to Communication Studies</a>
2	1	<a href="#">MSD2500 Reading Film: Hollywood</a>
2	2	<a href="#">CMS2008 Subjectivities, the Self and Communication</a>
2	2	<a href="#">STA2100 Evaluating Information</a>
3	1	<a href="#">CMS3013 New Media</a>

This pattern should only be varied with the permission of the Program Coordinator.

## Major studies

### 8-unit majors:

- Advertising
- Communication and Media Studies
- Journalism
- Marketing
- Professional Photography
- Public Relations
- Television and Radio

### 12-unit extended majors:

- Journalism Extended
- Public Relations Extended
- Television and Radio Extended

### Majors from outside the program

Students may select one major from the list above and a second major from another USQ undergraduate program subject to meeting prerequisite requirements and with the approval of the Program Coordinator. Programs where students may consider a second major include:

- [Bachelor of Arts](#)
- [Bachelor of Business and Commerce \(Bachelor of Business from S1, 2022\)](#)
- [Bachelor of Information Technology](#)
- [Bachelor of Science](#)

## Minor Studies

Students may take one minor from those listed in the [Minor studies](#) section of this Handbook. Students should take courses to the value of at least four units in the selected Minor Study. Choice of a minor will depend on the availability of the subject area, timetabling constraints, quotas and other restrictions such as auditions and interviews in certain areas of the Arts, as well as the approval of the Program Coordinator.

## Practical experience

In many majors within this program, on-campus and external students will be required to work on practical, real world projects and in some cases, will be required to work in teams. Public Relations, Communication, Marketing, Television and Radio and Advertising students will work on at least two client projects during their study. Students undertaking the Journalism and Public Relations majors are able to undertake work experience and have this recognised as part of their course through [HMT3001 Independent Study Project A](#) and [HMT3002 Independent Study Project B](#).

## IT requirements

For information technology requirements please refer to the [minimum computing standards](#).

## Exit points

Students may exit with the Diploma of Arts if they have completed 8 courses as follows:

- [CMS1000 Communication and Scholarship](#)
- 7 other courses from the Bachelor of Communication and Media.

Students may exit with the Associate Degree of Communication and Media if they have completed 16 courses as follows:

- 4 core units from the Bachelor of Communication and Media
- 12 other units, with no more than 10 level one units.

## Credit

Candidates for admission to the Bachelor of Communication and Media may be eligible for up to 16 units of credit on the basis of successful completion of relevant, equivalent undergraduate study from a recognised university or institution offering equivalent study. Credit approved in this program will not automatically apply to other programs offered by USQ.

Claims for credit for previous study should be submitted prior to or at the time of enrolment. Each claim will be assessed on individual merit in line with USQ policy.

**Note:** Where credit is granted, maximum and minimum duration will be adjusted in the same proportion as credit, for example, where eight units of credit is granted, maximum time will be six years and minimum time will be four semesters.

## Enrolment

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

As a guide, full-time students should plan to undertake 8 courses per year and online students, who are in employment, a maximum of 6 courses per year, with a minimum of 4 courses per year. This is exclusive of any semester 3 enrolments.

Courses are normally offered on-campus and externally in the same semester. If a course is offered twice in one year, the second offering will normally be on an external basis only.

## Advertising (8-unit major)

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.

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	
<b>Students must complete the following:</b>							
<a href="#">ADV1001 Introduction to Advertising</a>	1	1			1	1, 3	
<a href="#">ADV1002 Advertising as Engagement</a>	1	2			1	2	
<a href="#">ADV2000 Advertising, Regulation and Ethics</a>					2	1	
<a href="#">ADV2001 Advertising as Communication</a>	2	1			2	1	Pre-requisite or Co-requisite: <a href="#">ADV1001</a>
<a href="#">ADV2002 Advertising: Copywriting and Concept Design</a>	2	2			2	2	
<a href="#">CMS2018 Cultural Industries - Cultural Economies</a>	2	2			2	2	
<a href="#">ADV3000 Advertising Campaign Planning and Management</a>	3	1			3	1	
<b>Choose one of the following two courses depending on availability</b>							
<a href="#">ADV3001 Advertising Pitching and Project<sup>#</sup></a>	3	2			3	2	
<a href="#">HMT3002 Independent Study Project B</a>					3	2	Pre-requisite: Completion of 16 units, of which 5 must be in area of proposed study project; subject to agreement of appropriate supervisor. Enrolment is not permitted in <a href="#">HMT3001</a> or <a href="#">HMT3002</a> if PRL3002 has been previously completed.

### Footnotes

# ADV3001 will not be available in Semester 2, 2021

## Communication and Media Studies (8-unit major)

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.

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	
<b>Students must complete the following:</b>							
<a href="#">MSD1000 Understanding Media</a>	1	2			1	1	Enrolment is not permitted in <a href="#">MSD1000</a> if <a href="#">CMS1012</a> has been previously completed.
<a href="#">MSD2550 Television and Streaming Platforms</a>					2	2	Enrolment is not permitted in <a href="#">MSD2550</a> if <a href="#">CMS2017</a> has been previously completed.
<a href="#">CMS2009 Celebrity and Society</a>					2	2	
<a href="#">CMS2018 Cultural Industries - Cultural Economies</a>					2	2	
<a href="#">CMS2020 Electronic Media: Histories, Industries, Users</a>					2	2	
<a href="#">CMS3007 Reading World Cinema</a>					3	2	
<a href="#">CMS3008 Communication and Media Industries</a>	3	2			3	2	
<a href="#">CMS3009 Research and Inquiry in Communication and Media</a>					3	1, 3	

## Journalism (8-unit major)

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.

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	
<a href="#">JRN1020 Introduction to Professional Journalism</a> *	1	2			1	2	
<a href="#">JRN1030 Reporting the News</a>	2	2			2	2	Pre-requisite or Co-requisite: <a href="#">JRN1000</a> or <a href="#">JRN1020</a>
<a href="#">JRN2001 Photojournalism and Editorial Design</a>	2	1			2	1	Pre-requisite: <a href="#">JRN1020</a>
<a href="#">JRN2007 Audio and Visual Journalism</a>					2	2	Enrolment is not permitted in <a href="#">JRN2007</a> if <a href="#">JRN2002</a> has been previously completed.
<a href="#">JRN2006 Media Law and Ethics</a> **					2	2	
<a href="#">JRN3003 Feature Writing</a>					3	1	Pre-requisite: <a href="#">JRN1000</a> or <a href="#">JRN1020</a>
<b>Select ONE of the following two courses:</b>							
<a href="#">HMT3001 Independent Study Project A</a>					3	1	Pre-requisite: Completion of 16 units, of which 5 must be in area of proposed study project; subject to agreement of appropriate supervisor. Enrolment is not permitted in <a href="#">HMT3001</a> or <a href="#">HMT3002</a> if <a href="#">PRL3002</a> has been previously completed.
<a href="#">HMT3002 Independent Study Project B</a>					3	2	Pre-requisite: Completion of 16 units, of which 5 must be in area of proposed study project; subject to agreement of appropriate supervisor. Enrolment is not permitted in <a href="#">HMT3001</a> or <a href="#">HMT3002</a> if <a href="#">PRL3002</a> has been previously completed.
<b>Select ONE of the following two courses:</b>							
<a href="#">JRN3001 Online Journalism</a>					3	2	Pre-requisite: <a href="#">JRN2003</a> or <a href="#">JRN3003</a>
<a href="#">CMS3008 Communication and Media Industries</a>					3	2	

#### Footnotes

\* Formerly JRN1000.

\*\* Formerly JRN3006: Students who have successfully completed JRN3006 should not enrol in JRN2006.

## Journalism Extended (12-unit major)

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.

This major will qualify students for work as practising journalists in industry. On-campus classes are available at Toowoomba and Springfield.

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	
<b>Required Courses:</b>							
<a href="#">JRN1020 Introduction to Professional Journalism</a> *	1	2			1	2	
<a href="#">JRN1030 Reporting the News</a>	2	2			2	2	Pre-requisite or Co-requisite: <a href="#">JRN1000</a> or <a href="#">JRN1020</a>
<a href="#">JRN2001 Photojournalism and Editorial Design</a>	2	1			2	1	Pre-requisite: <a href="#">JRN1020</a>
<a href="#">JRN2007 Audio and Visual Journalism</a>					2	2	Enrolment is not permitted in <a href="#">JRN2007</a> if <a href="#">JRN2002</a> has been previously completed.
<a href="#">JRN2006 Media Law and Ethics</a> **					2	2	
<a href="#">CRI2211 Crime, Justice and the Media</a>					2	1	
<a href="#">JRN3003 Feature Writing</a>					3	1	Pre-requisite: <a href="#">JRN1000</a> or <a href="#">JRN1020</a>
<a href="#">HMT3001 Independent Study Project A</a> §					3	1	Pre-requisite: Completion of 16 units, of which 5 must be in area of proposed study project; subject to agreement of appropriate supervisor. Enrolment is not permitted in <a href="#">HMT3001</a> or <a href="#">HMT3002</a> if <a href="#">PRL3002</a> has been previously completed.
<a href="#">CMS3009 Research and Inquiry in Communication and Media</a>	3	1			3	1, 3	
<a href="#">SOC2022 Power and Society</a>					2	2	
<a href="#">JRN3001 Online Journalism</a>					3	2	Pre-requisite: <a href="#">JRN2003</a> or <a href="#">JRN3003</a>
<a href="#">CMS3008 Communication and Media Industries</a>					3	2	

#### Footnotes

\* Formerly JRN1000: Students who have completed JRN1000 should not enrol in JRN1020.

\*\* Formerly JRN3006: Students who have successfully completed JRN3006 should not enrol in JRN2006.

§ Students who have not completed HMT3001 must complete HMT3002.

## Marketing (8-unit major)

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.

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	
<b>Required courses:</b>							
<a href="#">MKT1001 Introduction to Marketing</a>	1	1 (TW) 1, 2 (SP)			1	1, 2, 3	
<a href="#">MKT1002 Consumer Behaviour</a>	1	1			1	1, 2	
<a href="#">MKT2001 Marketing Communications</a>	2	2			2	2, 3	



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	
<a href="#">MKT2015 Creating Marketing Value</a>	2	1			2	1	Enrolment is not permitted in <a href="#">MKT2015</a> if <a href="#">MKT2012</a> has been previously completed.
<a href="#">MKT2013 Digital Marketing and Branding</a>	2	1			2	1, 3	
<a href="#">MKT2014 Global Marketing</a>	2	2			2	2	Enrolment is not permitted in <a href="#">MKT2014</a> if <a href="#">MKT2002</a> has been previously completed.
<a href="#">MKT3007 Marketing Strategy</a>	3	2			3	2	Pre-requisite: <a href="#">MKT1001</a>
<b>Select ONE of the following:</b>							
<a href="#">MKT3001 Marketing Research</a>	3	1			3	1	Pre-requisite: <a href="#">MKT1001</a>
<a href="#">MKT3008 Marketing Project</a>	3	1			3	1, 2	Pre-requisite: <a href="#">MKT1001</a> Co-requisite: <a href="#">MKT3001</a> or <a href="#">CMS3009</a> or <a href="#">PRL3012</a> or <a href="#">PRL2012</a>
<a href="#">PWE3000 Professional Work Experience</a> <sup>#</sup>					3	2, 3	Pre-requisite: Students must have successfully completed a minimum of 16 units in their program of study. ADCJ students are exempt from the 16-unit pre-requisite, but must have successfully completed <a href="#">EMP2030</a> to under take this course.

#### Footnotes

# International students are unable to enrol in [PWE3000 Professional Work Experience](#).

## Professional Photography (8-unit major)

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.

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	
<a href="#">PHT1000 Foundations of Photography 1</a>					1	1	
<a href="#">PHT1001 Foundations of Photography 2</a>					1	2	
<a href="#">PHT2000 Professional Photographic Genres and Styles</a>					2	1	Pre-requisite: <a href="#">PHT1001</a>
<a href="#">PHT2001 Photographic Studio and Fieldwork</a>					2	1	Pre-requisite: <a href="#">PHT1001</a>
<a href="#">PHT2002 Advanced Digital Imaging and Adaptation</a>					2	2	Pre-requisite: <a href="#">PHT1001</a>
<a href="#">JRN2006 Media Law and Ethics</a>					2	2	
<a href="#">PHT3000 Photographic Concept and Design</a>					3	1	
<b>Select ONE of the following two courses:</b>							
<a href="#">HMT3001 Independent Study Project A</a>					3	1	Pre-requisite: Completion of 16 units, of which 5 must be in area of proposed study project; subject to agreement of appropriate supervisor. Enrolment is not permitted in <a href="#">HMT3001</a> or <a href="#">HMT3002</a> if <a href="#">PRL3002</a> has been previously completed.
<a href="#">HMT3002 Independent Study Project B</a>					3	2	Pre-requisite: Completion of 16 units, of which 5 must be in area of proposed study project; subject to agreement of appropriate supervisor. Enrolment is not permitted in <a href="#">HMT3001</a> or <a href="#">HMT3002</a> if <a href="#">PRL3002</a> has been previously completed.

## Public Relations (8-unit major)

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.

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	
<a href="#">PRL1005 Digital Public Relations</a>	1	2			1	2	
<a href="#">PRL2003 Writing for Public Relations</a>	2	1			2	1	
<a href="#">PRL2002 Community Consultation and Development</a>	2	1			2	1	
<a href="#">PRL2001 Communicating Through Issues and Crisis</a>					2	2	
<a href="#">PRL2012 Public Relations Research Methods</a>					2	2, 3	Students who have completed PRL3012 are not permitted to enrol in <a href="#">PRL2012</a> .
<a href="#">PRL3001 Public Relations Campaign Development</a>					3	1	Pre-requisite: <a href="#">PRL2012</a> or PRL3012
<a href="#">PRL3004 Organisational Communication and Culture</a>					3	2	
Select <b>ONE</b> of the following. International on-campus students should consult with the PR discipline co-ordinator before making their selection.							
<a href="#">HMT3001 Independent Study Project A</a>					3	1	Pre-requisite: Completion of 16 units, of which 5 must be in area of proposed study project; subject to agreement of appropriate supervisor. Enrolment is not permitted in <a href="#">HMT3001</a> or <a href="#">HMT3002</a> if PRL3002 has been previously completed.
<a href="#">HMT3002 Independent Study Project B</a>					3	2	Pre-requisite: Completion of 16 units, of which 5 must be in area of proposed study project; subject to agreement of appropriate supervisor. Enrolment is not permitted in <a href="#">HMT3001</a> or <a href="#">HMT3002</a> if PRL3002 has been previously completed.

## Public Relations Extended (12-unit major)

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.

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	
<a href="#">MKT1001 Introduction to Marketing</a>	1	1			1	1, 2, 3	
<a href="#">PRL1005 Digital Public Relations</a>	1	2			1	2	
<b>Select one of the following two courses:</b>							
<a href="#">ACC1101 Accounting for Decision-Making</a>	1	1, 2			1	1, 2, 3	
<a href="#">MKT1002 Consumer Behaviour</a>	1	1			1	1, 2	
<a href="#">ADV1002 Advertising as Engagement</a>	1	2			1	2	
<a href="#">PRL2003 Writing for Public Relations</a>	2	1			2	1	
<a href="#">PRL2002 Community Consultation and Development</a>	2	1			2	1	
<a href="#">PRL2001 Communicating Through Issues and Crisis</a>					2	2	
<a href="#">PRL2012 Public Relations Research Methods</a>					2	2, 3	Students who have completed PRL3012 are not permitted to enrol in <a href="#">PRL2012</a> .
<a href="#">PRL3001 Public Relations Campaign Development</a>					3	1	Pre-requisite: <a href="#">PRL2012</a> or PRL3012
<a href="#">PRL3004 Organisational Communication and Culture</a>					3	2	
<a href="#">TOU3010 Event Management</a>					3	2	

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	
Select ONE of the following two courses. International on-campus students should consult with the PR discipline co-ordinator before making their selection.							
<a href="#">HMT3001 Independent Study Project A</a>					3	1	Pre-requisite: Completion of 16 units, of which 5 must be in area of proposed study project; subject to agreement of appropriate supervisor. Enrolment is not permitted in <a href="#">HMT3001</a> or <a href="#">HMT3002</a> if PRL3002 has been previously completed.
<a href="#">HMT3002 Independent Study Project B</a>					3	2	Pre-requisite: Completion of 16 units, of which 5 must be in area of proposed study project; subject to agreement of appropriate supervisor. Enrolment is not permitted in <a href="#">HMT3001</a> or <a href="#">HMT3002</a> if PRL3002 has been previously completed.

## Television and Radio (8-unit major)

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.

Students undertaking radio courses from Year 2 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. Students undertaking television courses from Year 2 must enrol on campus.

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	
FTR1002	1	1			1	1	
FTR1006					1	2	
FTR1004	1	2			1	2	
Select ONE of the following two courses:							
FTR1007					1	2	
FTR1005	1	2					
Select ONE of the following two courses:							
<a href="#">FTR2002 Broadcast Radio and Audio Production 1</a>	2	1			2	1	
<a href="#">FTR2003 Television Studio Production</a>	2	1					Pre-requisite: FTR1005
Select ONE of the following two courses:							
<a href="#">FTR2008 Broadcast Radio and Audio Production 2</a>	2	2			2	2	Pre-requisite: <a href="#">FTR2002</a>
<a href="#">FTR2009 Advanced Broadcast Television</a>	2	2					Pre-requisite: <a href="#">FTR2003</a>
Select the following courses:							
<a href="#">FTR3004 Major Broadcast Production</a>	3	2					Pre-requisite: Students enrolled in BCAR (FilmTelevRadio+Animation 17195): <a href="#">FTR2011</a> . Students enrolled in BCAR (FilmTelevRadio+Television 17197): <a href="#">FTR2009</a> . Students enrolled in BCAR (FilmTelevRadio 17306): <a href="#">FTR2008</a> .
<a href="#">HMT3002 Independent Study Project B</a>					3	2	Pre-requisite: Completion of 16 units, of which 5 must be in area of proposed study project; subject to agreement of appropriate supervisor. Enrolment is not permitted in

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	
							<a href="#">HMT3001</a> or <a href="#">HMT3002</a> if PRL3002 has been previously completed.

## Television and Radio Extended (12-unit major)

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.

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	
FTR1002	1	1			1	1	
FTR1004	1	2			1	2	
FTR1005	1	2					
FTR1007					1	2	
<a href="#">FTR2002 Broadcast Radio and Audio Production 1</a>	2	1			2	1	
<a href="#">FTR2003 Television Studio Production</a>	2	1					Pre-requisite: FTR1005
<a href="#">FTR2008 Broadcast Radio and Audio Production 2</a>	2	2			2	2	Pre-requisite: <a href="#">FTR2002</a>
<a href="#">FTR2009 Advanced Broadcast Television</a>	2	2					Pre-requisite: <a href="#">FTR2003</a>
<a href="#">FTR3000 Media Business</a>					3	1	
<a href="#">HMT3001 Independent Study Project A</a>					3	1	Pre-requisite: Completion of 16 units, of which 5 must be in area of proposed study project; subject to agreement of appropriate supervisor. Enrolment is not permitted in <a href="#">HMT3001</a> or <a href="#">HMT3002</a> if PRL3002 has been previously completed.
<a href="#">HMT3002 Independent Study Project B</a>					3	2	Pre-requisite: Completion of 16 units, of which 5 must be in area of proposed study project; subject to agreement of appropriate supervisor. Enrolment is not permitted in <a href="#">HMT3001</a> or <a href="#">HMT3002</a> if PRL3002 has been previously completed.
<a href="#">FTR3004 Major Broadcast Production</a>	3	2					Pre-requisite: Students enrolled in BCAR (FilmTelevRadio+Animation 17195): <a href="#">FTR2011</a> . Students enrolled in BCAR (FilmTelevRadio+Television 17197): <a href="#">FTR2009</a> . Students enrolled in BCAR (FilmTelevRadio 17306): <a href="#">FTR2008</a> .