ARTS

BACHELOR OF COMMUNICATION & MEDIA STUDIES

CRICOS 00497H

Duration
3 years

Seminesters
Two 18-week semesters of study in a year
(March & August Intakes)

Majors available at INTL:
SUBANG
Marketing Communication and Advertising
BACHELOR IN COMMUNICATION AND ADVERTISING

The Bachelor of Communication and Media Studies introduces students to the critical issues surrounding the contemporary communication and media industries in a way that is relevant in both academic and professional contexts.

Rapid changes in the way we use media and communications technologies in our workplaces, in our homes and in the wider community have made the analytical skills and specialist knowledge of the BCOM relevant to an increasing number of professions—not just the traditional media industries.

CORE SUBJECTS
Core subjects introduce students to the foundations of communication and media research. Looking at a range of media, the core subjects include the gateway subjects into a specific major in the degree. The core subjects within the Marketing Communication and Advertising major are as follows:
- Introduction to Communication and Media Studies
- Convergent Media Practices
- Business Communication
- Transnational Media and Communication
- Research practices in Media and Communications
- Media Audiences
- Emerging Issues in Media and Communications

MAJORS

MARKETING COMMUNICATION AND ADVERTISING
This major provides knowledge for the development of essential skills that are required for building and maintaining key relationships and reputations with different stakeholders including communities, investors and government. Students gain the ability to research, plan, execute and manage marketing campaigns and skills in issues relating to management, product publicity, crisis communications and media relations.

Subjects include:
- Marketing Principles
- Advertising Practice and Creative Strategies
- Marketing Communication and Advertising
- Public Relations: Concepts
- Corporate Identity and Branding
- Social Marketing
- International Marketing

MINOR

INTERNATIONAL MEDIA AND COMMUNICATION
In the world of global media, messages are being broadcast across national, cultural and linguistic barriers. This minor explores the cultural, commercial and social aspects of this phenomenon.

Subjects include:
- Communication Across Cultures
- Global Networks
- Convergent Asian Mediascapes

PUBLIC RELATIONS
This minor explores the process of building relations between people.

Subjects include:
- Public Relations Strategy
- Public Relations Campaigns
- Elective

The Faculty of Arts offers a supportive environment in which students can explore their interests and prepare for the global workplace of the 21st century. Our undergraduate program, the Bachelor of Communication and Media Studies combines the study of traditional disciplines with a focus on professional skills and graduate qualities. Our aim is to ensure that our graduates are not only highly employable but possess the right mix of flexibility, intellectual curiosity and personal qualities that will be required of future citizens in an interconnected and ever changing world.