

Semester 1 2025 Orientation

Welcome to the Bachelor of Communication Information Session

Lemi Baruh, B COMM Convenor

Aparna Hebbani, Strategic Communication Convenor

Bonnie Evans, Digital Media Convenor

21 February 2025



What's happening today?

1. Welcome and Acknowledgment of Country
2. Understanding your program structure
3. What awaits you after you graduate?
4. Preparing for your courses
5. Media and Production Support Team (MaPS)
6. Academic Integrity
7. Placements, Internships & Work Experience
8. Gain Experience at Campus

Acknowledgment of Country

The University of Queensland (UQ) acknowledges the Traditional Owners and their custodianship of the lands on which we meet.

We pay our respects to their Ancestors and their descendants, who continue cultural and spiritual connections to Country.

We recognise their valuable contributions to Australian and global society.





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1. Welcome to one of the leading Bachelor of Communication programs in the world

What Sets UQ's Bachelor of Communication Apart?

- Prepares graduates for careers in media and communication across public and private sectors.
- Aims to equip students with essential skills in **writing**, **industry engagement**, **production**, and **critical thinking**.
- Reflects the dynamic career paths graduates will pursue
- Emphasizes industry engagement across government, corporate, and not-for-profit sectors.
- Produced exceptional graduates working in strategic communication, corporate, government, nonprofit communication, media, advocacy, and intercultural relations.
- Taught by world-leading communication scholars ensuring that students gain practical experience underpinned by strong theoretical and research-led teaching

What you'll learn in B Comm?

Multimedia and online content production

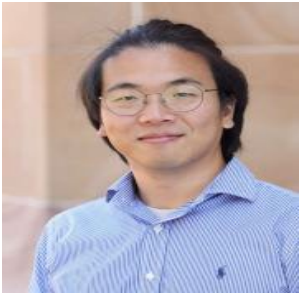
Social media engagement & analytics

Community and stakeholder engagement

Writing & communication strategy

Media strategy & campaign development

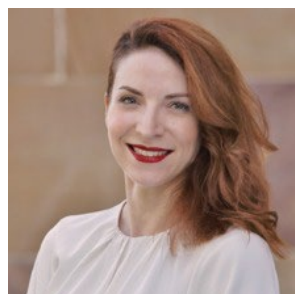
Meet our Bachelor of Communication Staff



Dr Sungyong Ahn



Dr Lemi Baruh



Dr Alex Bevan



Mr Anthony Biancotti



Dr Elena Block



Prof Nicolas Carah



Dr Adam Dodd



Dr Natalie Collie



Dr Bonnie Evans



Prof. Kelly Fielding



Dr Aparna Hebbani



Dr Leah Henrickson

Meet our Bachelor of Communication Staff



A/Prof Jane Johnston



Ms Kiah Hawker



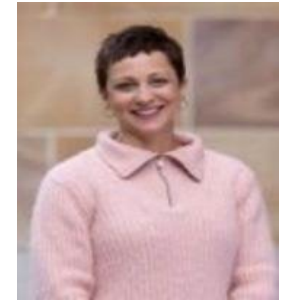
Dr Anne Kruger



Prof Shuang Liu



Dr Kylie Navuku



Dr Renee Mickelburgh



Dr Melanie Piper



Dr Jagadish Thaker



A/Prof Pradip Thomas



Dr Abbie Trott



A/Prof Elske van de Fliert



Dr Caroline Wilson-Barnao

+ Mr Regan Neal

+ Mr Izrin Ariff



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2. Understanding your program structure

Important terms



Your University

- **Central**
- **Faculty** – Faculty of Humanities, Arts & Social Science
- **School** – School of Communication & Arts



Your Degree

- Program
- Plan
 - Major
 - Minor
 - Extended Major



Your Courses

- Course
 - Compulsory
 - Elective
- Unit
- Electronic Course Profile (ECP)
- Blackboard

General Terminology	UQ Terminology
Degree (e.g., Bachelor's Degree)	Program
Subject	Course
Term	Semester
Credits	Units

What is your program structure?

You will need to complete a total of 24 courses (48 units) to complete the B Comm program.

Each course is worth 2 units
Courses are the subjects you will study
Program = Degree

The B Comm structure:

8 compulsory core courses
(16 units)

8 major-specific courses
(16 units)

8 elective courses
(16 units).

- Courses that all B Comm students must complete.

- Digital Media and Strategic Communication majors complete 8 courses specific to their major.

- You can choose from
 - General elective courses; or
 - One minor and electives; or
 - Two minors; or
 - A second major

Summary: For a total of 24 courses (48 units), your options:

One major +
electives

Double majors
(dual degree)

One major +
a single minor +
electives

One major +
two minors



Majors and Minors

You choose from 2 majors



Digital Media

This major focuses on the continuous evolution of media technologies and industries. Learn a combination of critical analytic, research, production, management and planning skills related to contemporary media industries.



Strategic Communication

Be well-prepared for both the technical and advisory roles that are central to professional communication and public relations practice. Acquire skills in media management, learn to identify and manage organisational issues and crises, and develop industry materials and strategic campaigns for real client organisation.

The BCommun Minors (8 units)

- Digital Media
- Interaction Design
- Journalism
- Public Relations
- Writing



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3. What awaits you after you graduate?



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Helen Hutchings

Managing Director, Phillips Group

Board Member, Communication and Public Relations Australia



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Jordan Butler

Communication & Marketing Coordinator, Vinnies



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4. Preparing for your courses

Planning your Program

🏠 / Current students / Program Advice

Understanding your Bachelor of Communication Program

The information below explains some of the terms used and the requirements of your **Bachelor of Communication** program.

Programs, Courses and Units +

Majors and Minors +

Planning your Program -

At UQ, a standard full-time workload is 16 units over the year – this breaks down to 8 units (or four courses) each semester.

Please use the PDF below for the semester in which you commenced your Bachelor of Communication (BCommun) program to draft an enrolment plan. This planner should be read in conjunction with your [program requirements](#) (select your year of commencement from the dropdown box).

- [2025](#)
- [Semester 2, 2024](#)
- [Semester 1, 2024](#)
- [Semester 2, 2023](#)

You don't have to decide what courses you want to do for your whole program at the start of your first semester – we only ask you to choose courses one year at a time.

Multimedia (COMU1140)

Information valid for Semester 1, 2025

Course level

Undergraduate

Faculty

[Humanities, Arts and Social Sciences](#)

School

Communication & Arts School

Units

2

Duration

One Semester

Attendance mode

In Person

Class hours

Lecture 1.5 Hours/ Week
Tutorial 2 Hours/ Week

Incompatible

COMU1999

Assessment methods

Essay, Mid-Term Project, Final Project

Course enquiries

Doctor Alex Bevan (Semester 1, Semester 2, Regular, St Lucia, In person)

Study Abroad

This course is pre-approved for Study Abroad and Exchange students.

Current course offerings

Course offerings	Location	Mode	Course Profile
Semester 1, 2025 (24/02/2025 - 21/06/2025)	St Lucia	In Person	COURSE PROFILE
Semester 2, 2025 (28/07/2025 - 22/11/2025)	St Lucia	In Person	PROFILE UNAVAILABLE

Please Note: Course profiles marked as not available may still be in development.

Course description

This course teaches students to critically pair creative content and information with digital media. It also introduces students to both analyse and create transmedia narratives, drawing on a variety of different genres and media platforms. In producing their own transmedia stories, students will hone a set of media production skills, including audio-visual digital media as well as verbal presentation skills.

Archived offerings

Course offerings	Location	Mode	Course Profile
Semester 1, 2024 (19/02/2024 - 15/06/2024)	St Lucia	In Person	COURSE PROFILE
Semester 2, 2024 (22/07/2024 - 18/11/2024)	St Lucia	In Person	COURSE PROFILE
Semester 1, 2023 (20/02/2023 - 17/06/2023)	St Lucia	In Person	COURSE PROFILE
Semester 1, 2023 (20/02/2023 - 17/06/2023)	External	External	COURSE PROFILE
Semester 2, 2023 (24/07/2023 - 18/11/2023)	St Lucia	In Person	COURSE PROFILE
Semester 1, 2022 (21/02/2022 - 21/06/2022)	St Lucia	Internal	COURSE PROFILE
Semester 1, 2022 (21/02/2022 - 21/06/2022)	External	External	COURSE PROFILE
Semester 2, 2022 (25/07/2022 - 19/11/2022)	St Lucia	Internal	COURSE PROFILE
Semester 2, 2022 (25/07/2022 - 19/11/2022)	External	External	COURSE PROFILE
Semester 1, 2021 (22/02/2021 - 19/06/2021)	External	External	COURSE PROFILE
Semester 1, 2021 (22/02/2021 - 19/06/2021)	St Lucia	Flexible Delivery	COURSE PROFILE
Semester 2, 2021 (26/07/2021 - 20/11/2021)	St Lucia	Internal	COURSE PROFILE
Semester 2, 2021 (26/07/2021 - 20/11/2021)	External	External	COURSE PROFILE
Semester 1, 2020 (24/02/2020 - 11/07/2020)	St Lucia	Internal	COURSE PROFILE

Things to know before starting your courses

Electronic Course Profile (ECP): The ECP of each course provides detailed information of aims, learning resources, learning activities (lectures/tutorials), assessment due dates and requirements, and important policies and procedures related to your study in your school and at UQ. **Read each ECP of your courses carefully.**

Blackboard: The Blackboard site of each course is where you access your lecture materials (e.g. modules, power points, lecture recordings), teaching team of your course, and course updates. In many courses you submit your assessment to Turnitin through Blackboard. **Ensure you regularly login Blackboard of your courses.**

Timetabling: Timetable for your courses and tutorials is available via my.UQ. If you have a timetable clash, you can email the timetabling team of your school (email in Section 1 of ECP of each course).

Textbooks: Some courses may require prescribed textbooks; other courses require other learning materials. This information is in the ECP.

Course enrolment & tutorial sign-on

- Log into [Starting at UQ](#). Go to mySI-net to enrol in courses.
- Once you are enrolled in a course, you should be able to see if tutorial sign-on is required. If not, this will be covered in your first lecture.
- If you have a problem with sign-on, email your school admin team.

Textbooks

Wait until Week 1 to work out what textbooks you should get

- **Buy:** [The School Locker](#) or [Second-hand Texts & Stationary](#)
- **Print:** [UQ Print](#)
- **Borrow:** [UQ Library](#)

Important dates

Monday 17 February - Friday 21 February

Orientation Week for Semester 1, 2025

Monday 24 February

First day of classes for Semester 1, 2025

Friday 7 March

Last day to add a course for Semester 1, 2025

Monday 31 March

Census Date

Last date to **drop** Semester 1, 2025 courses or cancel enrolment without **financial** liability

Wednesday 30 April

Last date to **drop** a course for Semester 1, 2025 or cancel enrolment without **academic** liability

Get support

HASS Student Administration Team

- Degree questions
- Credit requests
- Academic progress
- Overseas study approval

Contact

hass.uq.edu.au/contact

School Student Administration Team

- Course questions
- Timetables
- Assessment

Contact

hass.uq.edu.au/your-academic-resources

HASS Student Futures Team

- Extra-curricular opportunities
- Career mentoring and seminars
- Leadership development

Contact

hass.uq.edu.au/enrich-your-study-experience

UQ Student Services

- Learning assistance
- Disability support
- Counselling
- International student services
- Accommodation
- Multi-faith chaplaincy

Contact

my.uq.edu.au/student-support

2025 PEER WRITING PILOT!

1. **What is it?** A collaborative, peer-driven space to work on your assignments, reports or presentations, with the opportunity to seek informal feedback and assistance from trained student leaders.
2. **When?** Drop-in from Week 3 (S1, 2025) – M/W/F each week
3. **Where?** B6, Physics Annexe adjacent to Student Central





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5. Media and Production Support Team



MaPS

Media and Production Support





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6. Academic Integrity

Aparna Hebbani

Academic Integrity and Honour Code

- As a member of the UQ academic community, you have a duty to maintain the highest standards of academic integrity in your work. You must avoid cheating, plagiarism, collusion and other forms of academic misconduct.
- The **Honour Code** sits alongside the **UQ Student Code of Conduct Policy**, which outlines the standards of behaviour expected of students (UQ standards) and conduct that is prohibited (misconduct).



[Academic integrity and student conduct - my.UQ - University of Queensland](#)

contract cheating (e.g. using file-sharing site to obtain or share answers for assessable items)

collusion

plagiarism

falsifying data

research misconduct

accessing examination materials without consent

impersonating another student

falsifying documents for academic advantage (e.g. a medical certificate, a bibliography)

changing the work of another student in a group without their consent.

Artificial Intelligence (AI) & Machine Translation (MT)

- AI is becoming integral to our lives.
- UQ's goal is to help you develop the knowledge and the skills to use AI **ethically** and **effectively**.
- Please review UQ's [Artificial Intelligence module](#) for an overview of the different types of AI, the implications of AI for society and what AI research is being done at UQ.



At UQ, the use of AI outputs without attribution, and contrary to any direction by teaching staff, is a form of plagiarism and constitutes academic misconduct.

If you use AI in your assessment without permission or [appropriate acknowledgment](#) it may be considered misconduct.

Please always check course profiles (ECPs). They define appropriate AI use for assessments.

If you have questions or unsure about whether a particular use of AI is appropriate, please ask your course coordinator.

2025 SCA Integrity Reminders for Students

DO:

1. Complete the [Academic Integrity Modules \(AIM\)](#): mandatory for all new students.
2. Understand your [Turnitin Report](#) and watch [this](#) video.
3. Check out the UQ Library's "Write, Cite, Submit" module, part of the Digital Essentials modules, <https://uq.pressbooks.pub/digital-essentials-write-cite-submit/chapter/module-overview/>.
4. Know UQ's policy on AI (Artificial Intelligence) and MT (Machine Translation):
5. Visit the UQ AI Student Hub [AI Student Hub - Library - The University of Queensland](#)
6. Read your assessment instructions carefully for their AI and MT policy: unless the assessment instructions allow you to use AI and/or MT, its use will constitute plagiarism and academic misconduct.
7. If your assessment does not permit the use of AI or MT, avoid using tools such as Grammarly, which may trigger the AI detection software in Turnitin.



[Academic Integrity Modules \(AIM\)](#)



[AI Student Hub](#)

2025 SCA Integrity Reminders for Students

DON'T:

1. Take help from any friend/classmate/family member - complete all assessments by yourself and on your own devices.
2. Falsify/edit/alter a medical certificate.
3. Use material from previously submitted assignments (at university or school) or from examples from another course assessment without the explicit consent from the course coordinator.
4. Cheat or solicit contract cheating.
5. Upload/share/sell your assignments to third-parties.
6. Work closely with peer/s or in a group and submit work as if it were your own work (Collusion).
7. Copy others' work without proper reference in every place/sentence in the assignment (Plagiarism).

Penalties may include:

- Zero marks for an assessment
- Re-submission of an assessment
- Automatic failure of a course
- Issuing of a conduct notice
- Referral to a Misconduct hearing
- Records noted on your transcript



7. Placements, Internships & Work Experience

Sven Fea



Placement and Work Experience Insurance

All UQ Students can access up to 30 days of **Work Experience** (not for course credit) Insurance per calendar year.

- **Placement Insurance** is also available for placement activities that are course requirements.
- Travel insurance is also available in certain circumstances for both Work Experience and Placements
- **School approval** is essential prior to undertaking Work Experience or Placement activity in order to access Insurance.
- **The activity type** will determine the Insurance process.



Placement and Work Experience Insurance

For further information, contact:

Sven Fea

SCA Placements Officer

Level 6 Michie Building (#9)

Email: scaplacements@uq.edu.au

Phone: 07 3346 8286





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8. Gain Experience at Campus

UQ Journalism and Communication Society (JACS)

About JACS:

- Founded in 2006 to support Journalism and Communication students at UQ.
- Run by students, representing the student body.

Events & Opportunities:

- Two **Professional Networking Evenings** per year with industry professionals.
- **Communication Workshops** and **Annual Ball** for students.

Why Join JACS?

- First access to key events.
- Connect with peers and industry professionals.
- Enhance academic, social, and professional experiences



NEW.ISH



AUSTRALIA'S FIRST STUDENT-RUN COMMUNICATIONS AGENCY

We are a team of passionate university students from a range of faculties who, with the help of industry professionals, are taking our learning to new heights by working with real clients on real projects.



new.ish

WHAT NEWISH OFFERS YOU..



Experiential process learning



Students gain experience doing real media pitching, writing, event planning, and other tactical expertise. The agency structure introduces students to more disciplined business protocols than are offered in classrooms alone.

Professional identity development



Students learn leadership and management skills, how to motivate employees, negotiate with clients, and gain professional confidence.

Industry Professional Mentorship



Connect with hand-picked industry professionals with years of experience in their field. Network and find new career opportunities.

Lasting Community Connections



Build lasting connections in a respectful, exciting and encouraging environment.



newish.com.au
[newishcommunications](#)

SCAN ME

NEW.ISH ARE RECRUITING!

Join Newish

- Client Services
- Public Relations
- Social Media
- Human Resources
- Marketing Strategy
- Creative Strategy
- Web Development



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Applications close 3rd March!

Stay Connected



UQ Humanities, Arts & Social Sciences



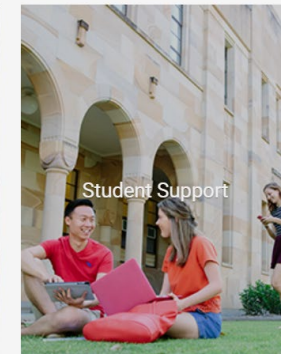
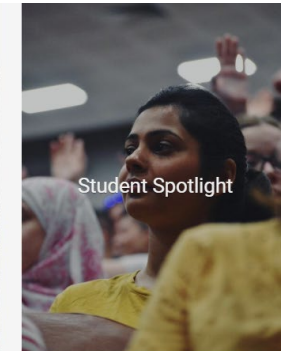
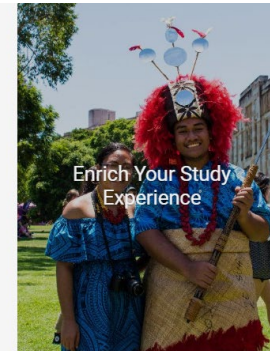
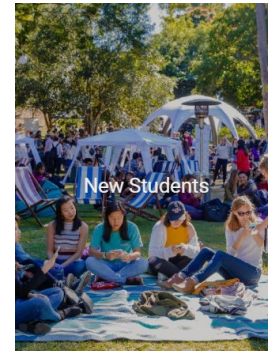
UQ Humanities, Arts & Social Sciences



@uqhasslife

The home of HASS online

linktr.ee/uqhasslife





Quick Survey

We really value your feedback as it allows us to improve for the future.
Please complete this 2 minute survey.





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Q&As?