

# 2019 Program Structure

## UQ – ECNU Bachelor of Communication

### Credit Awarded - 16 units Electives

**Please ensure that you read and understand the following important information about your program.**

It is your responsibility to ensure that you complete all the requirements of the program in order to graduate. The following information is designed to help you plan your enrolment to meet this goal. Further information can be found in the official rules and course lists under the **Program Rules and Requirements** link in the Programs and Courses website: [https://my.uq.edu.au/programs-courses/program.html?acad\\_prog=2236](https://my.uq.edu.au/programs-courses/program.html?acad_prog=2236).

#### **PROGRAM GUIDELINES**

You must complete a total of 48 units for the program.

At least 28 units must be at Advanced Level (Level 2 or Level 3 course eg. COMU2XXX or COMU3XXX)

#### **BACHELOR OF COMMUNICATION REQUIREMENTS:**

- ❖ 48 units under the BComm course list including -
  - 20 units core courses from Part A; and
  - 12 units from one major (Digital Media or Public Relations) in Part B; and
  - 16 units of Electives

#### **CREDIT ARRANGEMENT**

- ❖ You currently have received 8 units of elective credit (4 units of introductory level 1 electives and 4 units at advanced level 2 electives) on the basis of your studies at East China Normal University (ECNU).
- ❖ Upon receipt of your 4<sup>th</sup> semester transcript from ECNU showing you have successfully completed all courses, you will receive an additional 8 units of elective credit (2 units of introductory electives and 6 units at advanced level 2 electives) on the basis of your completed studies at ECUST. The total 16 units of elective credit will include –
  - 6 units of introductory level 1 electives
  - 10 units of advanced level 2 electives

**As you have currently received 8 units of credit, you will have 40 units remaining to complete the Bachelor of Communication program, comprising of:**

- 20 units of core courses from Part A (COMU1052, COMU1120, COMU1130, COMU1140, WRIT1200, COMU2030, COMU2120, COMU2160, WRIT2000, COMU3120)
- 12 units from one major in Part B
  - Digital Media Major (MSTU1001; 6 units from either COMU2130, COMU2140, COMU2150, COMU2170, COMU2311 or MSTU2008; and 4 units from either COMU3100, COMU3110, COMU3222 or COMU3801)
  - Public Relations Major (COMU1152, COMU2180, COMU3130, COMU3140, and 4 units from either COMU2170, COMU2311, COMU3222 or COMU3801)
- **The balance of electives (8 units) will be credited once you have submitted your 4<sup>th</sup> semester transcript from ECNU**

**The following planner outlines what courses you will need to complete to meet the program requirements.**

Please note that you are not required to submit this program plan for approval. This planner is intended as a guide only and is based on current scheduling of courses. Students should note that scheduling can change from year to year. If you have any concerns about meeting degree requirements, especially when nearing the end of your program, please contact the Faculty of Humanities and Social Sciences [[hass.uq.edu.au/askhass](https://hass.uq.edu.au/askhass)] for advice.

**2019 PROGRAM STRUCTURE**  
**BACHELOR OF COMMUNICATION WITH A MAJOR IN DIGITAL MEDIA**

*You can use this outline to plan your program structure, if you are commencing your program in Semester 2 2019*

| <b>BACHELOR OF COMMUNICATION</b>  |                    |
|---|--------------------|
| <b>Courses</b>  | <b>Total Units</b> |
| <b>YEAR ONE</b>   |                    |
| <b>Semester 2</b>   |                    |
| COMU1052 Introduction to Public Relations (Part A – Core)                       | 2                  |
| COMU1130 Connectivity and Culture (Part A – Core)                               | 2                  |
| COMU1120 Media and Society (Part A – Core)                                      | 2                  |
| AND   |                    |
| 2 units (1 course) from:  | 2                  |
| COMU2150 Media and Identity (Part B - Digital Media Major)                      |                    |
| COMU2170 Intercultural Communication (Part B - Digital Media Major)             |                    |
| COMU2311 Communication for Social Change (Part B - Digital Media Major)         |                    |
| <b>Summer Semester</b>  |                    |
| <b>YEAR TWO</b>   |                    |
| <b>Semester 1</b>   |                    |
| MSTU1001 Introduction to Film & Television Studies (Part B Digital Media Major) | 2                  |
| COMU1140 Multimedia (Part A – Core)   | 2                  |
| WRIT1200 Writing Creatively (Part A – Core)                                     | 2                  |
| COMU2030 Communication Research Methods (Part A – Core)                         | 2                  |
| <b>Semester 2</b>   |                    |
| COMU2120 Media Design (Part A – Core)   | 2                  |
| COMU2160 Communication Law and Ethics (Part A – Core)                           | 2                  |
| WRIT2000 Writing & Editing for the Professions (Part A – Core)                  | 2                  |
| AND   |                    |
| 2 units (1 course) from:  | 2                  |
| COMU3100 Digital Project (Part B - Digital Media Major)                         |                    |
| COMU3110 Media Platforms (Part B - Digital Media Major)                         |                    |
| <b>Summer Semester</b>  |                    |
| <b>YEAR THREE</b>   |                    |
| <b>Semester 1</b>   |                    |
| COMU2180 Media Strategies (Part A – Core)                                       | 2                  |
| COMU2140 Digital Media Industries (Part B - Digital Media Major)                | 2                  |
| MSTU2008 Television: Forms and Genres (Part B - Digital Media Major)            | 2                  |
| AND   |                    |
| 2 units (1 course) from:  | 2                  |
| COMU3222 Political Communication (Part B - Digital Media Major)                 |                    |
| COMU3801 Communication Internship (Part B - Digital Media Major)                |                    |
| <b>Total Completed</b>  |                    |
|   | <b>32</b>          |

*Please Note: Summer Semester is optional*

**Please ensure your majors are correctly listed on mySI-net**

**2018 PROGRAM STRUCTURE  
BACHELOR OF COMMUNICATION WITH A MAJOR IN PUBLIC RELATIONS**

*You can use this outline to plan your program structure, if you are commencing your program in Semester 2 2019*

| <b>BACHELOR OF COMMUNICATION</b>   |                    |
|--|--------------------|
| <b>Courses</b>   | <b>Total Units</b> |
| <b>YEAR ONE</b>  |                    |
| <b>Semester 2</b>  |                    |
| COMU1052 Introduction to Public Relations (Part A – Core)                    | 2                  |
| COMU1120 Media and Society (also S1) (Part A – Core)                         | 2                  |
| COMU1130 Connectivity and Culture (Part A – Core)                            | 2                  |
| COMU1152 Public Relations Writing (Part B – Public Relations Major)          | 2                  |
| <i>Summer Semester</i>   |                    |
| <b>YEAR TWO</b>  |                    |
| <b>Semester 1</b>  |                    |
| COMU1140 Multimedia (also S2) (Part A – Core)                                | 2                  |
| WRIT1200 Writing Creatively (Part A – Core)                                  | 2                  |
| COMU2030 Communication Research Methods (Part A – Core)                      | 2                  |
| COMU2180 Media Strategies (Part A – Core)                                    | 2                  |
| <b>Semester 2</b>  |                    |
| COMU2160 Communication Law and Ethics (Part A – Core)                        | 2                  |
| WRIT2000 Writing & Editing for the Professions (Part A – Core)               | 2                  |
| COMU3130 Public Relations Project (Part B – Public Relations Major)          | 2                  |
| COMU3015 Public Interest Communication (Part B – Public Relations Major)     | 2                  |
| <i>Summer Semester</i>   |                    |
| <b>YEAR THREE</b>  |                    |
| <b>Semester 1</b>  |                    |
| COMU2120 Media Design (Part A – Core)  | 2                  |
| COMU3140 Issues and Stakeholder Engagement (Part B – Public Relations Major) | 2                  |
| COMU3222 Political Communication (Part B – Public Relations Major)           | 2                  |
| COMU3801 Communication Internship (Part B – Public Relations Major)          | 2                  |
| Total Completed  | <b>32</b>          |

*Please Note: Summer Semester is optional  
Please ensure your majors are correctly listed on mySI-net*