

HELP University – Bachelor of Communication (Hons) Marketing Communications Stream UQ 2020 Program Structure Bachelor of Communication – Digital Media Major

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.

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) in Part B; and
 - 16 units of electives, which may include a minor (8 units) from Part C.

INTERNATIONAL JOINT DEGREE PROGRAM – CREDIT ARRANGEMENT

- ❖ You will receive 24 units of credit on the basis of your studies at HELP University, including –
 - 8 units core courses from Part A (COMU1120, COMU2030, COMU2120 and WRIT1200)
 - 8 units of advanced Electives
 - 6 units of introductory electives
 - 2 units of specific elective credit towards COMU2170 when MCH125 was taken, for PR Minor or Part C

As you have received 24 units of credit, you will have 24 units remaining to complete the Bachelor of Communication program, comprising of:

- 12 units of core courses from Part A (COMU1052, COMU1130, COMU1140, COMU2160, COMU2180 and WRIT2000)
- 12 units from Digital Media Major in Part B (8 to 12 units from COMU2140, COMU2150, COMU3100, COMU3110, COMU3120 and/or COMU3801 and up to 4 units from COMU1050, COMU2311, COMU3222, MSTU1001 or MSTU2008)

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] for advice.

2020 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 2020

BACHELOR OF COMMUNICATION	
Courses	Total Units
YEAR ONE	
Semester 2	
COMU1052 Introduction to Public Relations (Part A – Core)	2
COMU1130 Connectivity and Culture (Part A - Core)	2
COMU1140 Multimedia (Part A - Core)	2
COMU2160 Communication Law and Ethics (Part A – Core)	2
Summer Semester	
COMU3801 Communication Internship (Part B – DM Major) - <i>optional</i>	
YEAR TWO	
Semester 1	
COMU2180 Media Strategies (Part A – Core)	2
COMU2140 Digital Media Industries (Part B – DM Major)*	2
COMU3120 Digital Analytics (Part B - DM Major)	2
COMU3222 Political Communication (Part B - DM Major)	2
Or one of	
*COMU1050 Understanding the News (Part B – DM Major)	
*MSTU1001 Introduction to Film & Television Studies	
*MSTU2008 Television: Forms and Genres (Part B – DM Major)	
*COMU3801 Communication Internship (Part B – DM Major)	
Semester 2	
WRIT2000 Writing and Editing for the Professions (Part A – Core)	2
COMU2311 Communication for Social Change (Part B – DM Major)	2
COMU3100 Digital Project (Part B – DM Major)	2
COMU3110 Media Platforms (Part B – DM Major)*	2
Or	
*COMU2150 Media and Identity (Part B – DM Major)	
Total Completed	24

*students who wish to undertake COMU3801 in Summer Semester, COMU2180 as a pre-requisite is waived. If COMU3801 is taken in Semester 1 2020 concurrent enrolment in COMU2180 is approved.

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