

# 2020 Program Structure

## UI – UQ Bachelor of Communication Linked Degree Program (Advertising Stream)

**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 e.g. COMU2XXX or COMU3XXX)

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

- ❖ 48 units under the BCommun 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 Universitas Indonesia, including –
  - 12 units core courses from Part A (COMU1052, COMU1120, COMU1130, COMU1140, COMU2030 and COMU2160)
  - 8 units towards Advertising minor (ADVT2509, ADVT2506, ADVT3505 and ADVT3507)
  - 4 units towards Part C (ADVT2510 and 2 units introductory electives)

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

- 8 units of core courses from Part A (WRIT1200, WRIT2000, COMU2120, COMU2180)
- 12 units from either Digital Media Major or Public Relations major in Part B
- 4 units electives from Part C

**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 <https://hass.uq.edu.au/contact> 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*

<b>BACHELOR OF COMMUNICATIONS: MAJOR IN DIGITAL MEDIA</b>	
<b>Courses</b>	<b>Total Units</b>
<b>YEAR ONE</b>	
<b>Semester 2, 2020</b>	
4 units (2 courses) of Electives (Part C)	4
4 units (2 courses) from Digital Media Major: COMU2150 Media and Identity COMU2311 Communication for Social Change	4
<b>Summer Semester</b>	
*COMU3801 Communication Internship (Part B – Digital Media Major) This is an optional course and can be taken in summer semester 2020 – 2021 Please ensure you meet with the School's Placement officer to discuss options	
<b>YEAR TWO</b>	
<b>Semester 1, 2021</b>	
WRIT1200 Writing Creatively (Part A – Core)	2
COMU2180 Media Strategies (Part A – Core)	2
4 units (choose 2 courses from the list below) from Digital Media Major: MSTU1001 Introduction to Film & Television Studies MSTU2008 Television: Forms and Genres COMU2140 Digital Media Industries COMU1050 Understanding the News COMU3120 Digital Analytics COMU3222 Political Communication *COMU3801 Communication Internship	4
<b>Semester 2, 2021</b>	
COMU2120 Media Design (Part A – Core)	2
WRIT2000 Writing & Editing for the Professions (Part A – Core)	2
4 units from Digital Media Major: COMU3100 Digital Project COMU3110 Media Platforms *COMU3801 Communication Internship	4
<b>Total Completed</b>	<b>24</b>

\*This course is offered in Summer Semester. Students who wish to undertake COMU3801 over summer 2020-2021 in Indonesia or in Semester 1 2021 will be waived WRIT1200, COMU2120 and WRIT2000 as prerequisites.

**Please Note: Summer Semester is optional**

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

**The Digital Media Major requires a total of 6 courses (12 units)**

**Choose a minimum 4 courses and maximum 6 courses from the list below:**

COMU2140 Digital Media Industries

COMU2150 Media and Identity

COMU3100 Digital Project

COMU3110 Media Platforms

COMU3120 Digital Analytics

\*COMU3801 Communication Internship

**Choose a maximum of 2 courses from the list below:**

COMU1050 Understanding the News

COMU2311 Communication for Social Change

COMU3222 Political Communication

MSTU1001 Introduction to Film & Television Studies

MSTU2008 Television: Forms and Genres

**2020 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 2020*

<b>BACHELOR OF COMMUNICATIONS: MAJOR IN PUBLIC RELATIONS</b>	
<b>Courses</b>	<b>Total Units</b>
<b>YEAR ONE</b>	
<b>Semester 2, 2020</b>	
COMU2120 Media Design (Part A – Core)	2
COMU1152 Public Relations Writing (Part B – PR Major)	2
4 units (2 courses) from:	4
COMU2170 Intercultural Communication (Part B – PR Major) or	
COMU2311 Communication for Social Change (Part B – PR Major) or	
Elective (Part C)	
<b>Summer Semester</b>	
<i>*COMU3801 (Part B – PR Major)</i>	
<i>This is an optional course that can be taken over summer 2020-2021</i>	
<i>Please ensure you meet with the SCA Student Placement officer to discuss options.</i>	
<b>YEAR TWO</b>	
<b>Semester 1, 2021</b>	
WRIT1200 Writing Creatively (Part A – Core)	2
COMU2180 Media Strategies (Part A – Core)	2
COMU3140 Issues and Stakeholder Engagement (Part B – Major)	2
2 units (1 course) from:	2
COMU1050 Understanding the News (Part B – PR Major) or	
COMU3222 Political Communication (Part B – PR Major) or	
Elective (Part C)	
<b>Semester 2</b>	
WRIT2000 Writing & Editing for the Professions (Part A – Core)	2
COMU3130 Public Relations Project (Part B – PR Major)	2
COMU3015 Public Interest Communication (Part B – PR Major)	2
*COMU3801 Communication Internship (Part B – PR Major) or	2
Elective (Part C) – if you have not yet completed 2 electives	
<b>Total Completed</b>	<b>24</b>

\*This course is offered in Summer Semester. Students who wish to undertake COMU3801 over summer 2020-2021 in Indonesia or in Semester 1 2021 will be waived WRIT1200, COMU2120 and WRIT2000 as prerequisites.

**Please Note:** *Summer Semester is optional*

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

**PR Major requires you to take the following 4 courses (8 units):**

COMU1152 Public Relations Writing  
 COMU3015 Public Interest Communication  
 COMU3130 Public Relations Project  
 COMU3140 Issues and Stakeholder Engagement

**AND choose 2 courses (4 units) from**

COMU1050 Understanding the News  
 COMU2170 Intercultural Communication  
 COMU2311 Communication for Social Change  
 COMU3222 Political Communication  
 COMU3801 Communication Internship

You must choose **maximum** 2 courses (4 units) of **electives**