

## Important Information

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:

[Bachelor of Communication - my.UQ - The University of Queensland, Australia](#)

## Program Guidelines

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

A student must not complete more than 24 units of level 1 courses. (eg. COMU1XXX).

## Bachelor of Communication Requirements:

- 48 units under the Bachelor of Communication course list including
  - 16 units for Core Courses; and
  - 16 units for a major; and
  - 16 units, comprising—
    - (i) a second major, or
    - (ii) two minors, or
    - (iii) both
      - (A) 8 units for a minor, and
      - (B) 8 units of general elective courses from the BCommun course list or other undergraduate course list(s); or
    - (iv) general elective courses from the BCommun course list or other undergraduate course list(s).

## Credit Arrangement

You will receive 20 units of credit on the basis of your previous studies at Hong Kong Baptist University:

Initial credit will comprise of 20 units on entry to the UQ program:

4 units towards BComm Core Courses; COMU1120 and COMU1140

16 units of elective credit comprising of 10 units of Level 2 courses and 6 units of Level 1 courses

Students will be exempt from COMU2160 if they have completed COMM1016 at HKBU.

Students will receive an additional 4 units credit towards the following courses completed in the final year at HKBU

COMU1052 (Core Course) on successful completion of PRAD2015; and

COMU1152 (PR major) on successful completion of PRAO3035

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

- 10 units for Core Courses (WRIT1200, COMU1130, COMU2030, COMU3150 and COMU3120\* in lieu on COMU2160)
- 14 units towards the Public Relations major (COMU1050, COMU2180, COMU3015, COMU3130, COMU3140, COMU3222 and COMU3801)

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

# 2022 Program Structure

## Bachelor of Communication (PR major)

### HKBU -UQ - Credit Awarded – 20 units



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.

## Semester 1 Commencement – Public Relations Major

### BACHELOR OF COMMUNICATION

|                    | Course Code                    | Course Name                                      | Units     |
|--------------------|--------------------------------|--|-----------|
| 2022<br>Semester 1 | <b>WRIT1200 (Core)</b>         | Writing Creatively                               | 2         |
|                    | <b>COMU2030 (Core)</b>         | Communication Research Methods                   | 2         |
|                    | <b>COMU1050 (PR Elective)</b>  | Understanding the News                           | 2         |
|                    | <b>COMU2180 (PR Major)</b>     | Media Strategies                                 | 2         |
| 2022               | <b>COMU1130 (Core)</b>         | Connectivity and Culture                         | 2         |
|                    | <b>COMU3150 (Core)</b>         | Social Media Communication                       | 2         |
|                    | <b>COMU3015 (PR Major)</b>     | Public Interest Communication                    | 2         |
|                    | <b>COMU3130 (PR Major)</b>     | PR Project                                       | 2         |
| 2023<br>Semester 1 | <b>COMU3140 (PR Major)</b>     | Issues and Stakeholder Engagement                | 2         |
|                    | <b>COMU3222 (PR Elective)</b>  | Political Communication                          | 2         |
|                    | <b>COMU3120 (Core)</b>         | Digital Analytics ( <i>in lieu of COMU2160</i> ) | 2         |
|                    | <b>COMU3801* (PR Elective)</b> | Communication Internship                         | 2*        |
|                    |                                | <b>Total Units:</b>                              | <b>24</b> |

\*Students may wish to take COMU3801 Communication Internship over summer or they can take this course in the following semester, semester 1 2023.

\*Please note course offerings and timetabling may change from time to time. Please refer to the webpage for the most current information.