

BACHELOR OF COMMUNICATION/BACHELOR OF CREATIVE INDUSTRIES (1840)

Approved Abbreviation: BComm/BCrInd
Western Sydney University Program Code: 1840
AQF Level: 7

CRICOS Code: 095718J

This program applies to students who commenced in 2021 or later.

Students should follow the program structure for the session start date relevant to the year they commenced.

For Commencement Year 2017 - 2020 - please refer to: 1840.1
 Bachelor of Communication/Bachelor of Creative Industries (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1840.1>)

Communication graduates who previously would have planned a career in media, public relations, journalism or advertising companies now face a future where they will be required to continuously adapt and reapply their skills to changing work environments. This double degree brings together the existing Communication program with studies that explore emerging creative industries and allows students who are interested in pursuing communications careers, to also engage with new paradigms of creative and cultural production, developing skills in entrepreneurship and working in collaborative projects with creative industries in Greater Western Sydney (GWS).

- Director of Academic Program - Dr Nicole Bridges

Study Mode

Four years full-time or eight years part-time.

Program Advice

enquiriesHCA@westernsydney.edu.au

Prospective students should visit the following websites for general enquiries about this program.

Enquire about this program (<https://enquiry.westernsydney.edu.au/courseenquiry/>) | Local Admission (<https://www.westernsydney.edu.au/future/>) | International Admission (<https://www.westernsydney.edu.au/international/home/apply/admissions/>) |

Location

Campus	Attendance	Mode	Advice
Parramatta Campus - Victoria Road	Full Time	Internal	See above
Parramatta Campus - Victoria Road	Part Time	Internal	See above

Accreditation

The Bachelor of Communication and the Bachelor of Creative Industries are accredited by professional organisations including the Public Relations Institute of Australia (PRIA) and the Media Foundation of Australia (MFA).

Work Integrated Learning

Western Sydney University seeks to enhance student learning experiences by enabling students to engage in the culture, expectations and practices of their profession or discipline. This program includes a placement or other community-based unpaid practical experience.

There is a mandatory work component required for completion of this program. Please contact the Program Advisor listed above for information.

International students should also refer to the link below for more information and a link to the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).

Work Integrated Learning (WIL) for international students (https://www.westernsydney.edu.au/currentstudents/current_students/services_and_facilities/international_student_support/working_in_australia/work_integrated_learning/)

Admission

Students are admitted on the basis of their ATAR score.

Applicants wishing to pursue a major in Music will be selected by one of three methods:

1. Attain an HSC Music result in band 4 or above. No audition is required.
2. Hold the following AMEB or equivalent (e.g. Trinity College) qualification:
 - a. PASS standard (minimum) of 6th Grade Performance (instrument or voice) AND
 - b. PASS standard (minimum) of 4th Grade musicianship and/or theory.

No audition is required.

3. Attend an audition in person as a performer and/or composer. Applicants applying as a composer will need to bring recordings and/or scores of original compositions to the audition. After applying to UAC or Directly to Western applicants are required to book an audition online.

Online audition booking system (<https://admissions.westernsydney.edu.au/>)

If not auditioning, applicants wishing to pursue a Music major will need to upload their supporting documentation (e.g. AMEB certificates demonstrating level of achievement in performance and musicianship and/or music theory).

All applicants

Applications from Australian and New Zealand citizens and holders of permanent resident visas may be made via the Universities Admissions Centre (UAC) or directly through the Western Portal. Use the links below to apply via UAC or Western Sydney University. Applications made directly to Western Sydney do not have an application fee.

<http://www.uac.edu.au/>
<https://westernsydney.uac.edu.au/ws/>

Applicants who have undertaken studies overseas may have to provide proof of proficiency in English. Local applicants who are applying through the Universities Admissions Centre (UAC) will find details of minimum English proficiency requirements and acceptable proof on the UAC website. Local applicants applying directly to the University should also use the information provided on the UAC website.

International students currently completing an Australian Year 12 in or outside Australia, an International Baccalaureate in Australia or a New Zealand National Certificate of Educational Achievement (NCEA) level 3 must apply via UAC International.

<http://www.uac.edu.au/>

All other International applicants must apply directly to the University via the International Office.

International students applying to the University through the International Office can find details of minimum English proficiency requirements and acceptable proof on their website.

International Office (<http://www.westernsydney.edu.au/international/>)

Overseas qualifications must be deemed by the Australian Education International - National Office of Overseas Skills Recognition (AEI-NOOSR) to be equivalent to Australian qualifications in order to be considered by UAC and Western Sydney University.

Program Structure 2023

If you commenced in 2024 or later please refer to the Structure 2024 tab for details.

Qualification for this award requires the successful completion of 320 credit points including the subjects listed in the recommended sequence below.

Students must complete

- 80 credit points of Communication core subjects (which includes one Introduction to Major Pool subject)
- 80 credit points of Creative Industries core subjects (which includes one Introduction to Major Pool subject)
- 80 credit point Communication Major
- 80 credit point Creative Industries Major

Introduction to Major Subject Pool

Students select two of the following subjects as their Introduction to Major Subjects

- One subject which corresponds to the Communication major selected and
- One subject which corresponds to the Creative Industries major selected

Subject	Title	Credit Points
MKTG 1001	Advertising: An Introduction	10
COMM 1010	Creative Writing: The Imaginative Life	10
HUMN 1066	Introduction to Culture and Society	10
LAWS 1003	Fundamentals of Australian Law	10
DESN 1011	Image Design	10
COMM 1018	News and Media Today	10
LANG 1015	Introduction to Literary Studies	10
COMM 1039	Introduction to Screen Media	10
PERF 1014	Music Production	10
BUSM 1026	Organisational Behaviour	10
MKTG 1009	Public Relations Theory and Practice	10
DESN 1021	Web and Time-based Design	10

Equivalent Subjects

The subject listed below counts towards completion of the Introduction to Major Pool Subject for students who passed this subject in 2021 or earlier.

HUMN 1017 - Everyday Life, replaced by HUMN 1066 (<https://hbook.westernsydney.edu.au/archives/2023-2024/search/?P=HUMN%201066>) Introduction to Culture and Society

Majors

Communication

Major for Bachelor of Communication component to be selected from the below list

Advertising, Major (0159) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/advertising-major/>)

Journalism, Major (0069) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/journalism-major/>)

Public Relations, Major (0160) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/public-relations-major/>)

Screen Media, Major (0268) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/screen-media-major/>)

Creative Industries

Major for Bachelor of Creative Industries component to be selected from the below list

Advertising, Major (0159) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/advertising-major/>)

Creative Writing, Major (0005) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/creative-writing-major/>)

Culture and Society, Major (0264) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/culture-society-major/>)

Digital Cultures, Major (0070) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/digital-cultures-major/>)

English, Major (0009) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/english-major/>)

Enterprise Innovation, Major (0078) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/enterprise-innovation-major/>)

Festival and Event Management, Major (0306) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/festival-event-management-major/>)

Graphic Design, Major (0073) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/graphic-design-major/>)

Journalism, Major (0069) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/journalism-major/>)

Law and the Creative Industries, Major (0072) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/law-creative-industries-major/>)

Music, Major (0209) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/music-major/>)

Public Relations, Major (0160) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/public-relations-major/>)

Screen Media, Major (0268) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/screen-media-major/>)

Note: Each major must have no more than three Level 1 subjects (including the introduction to major subject) and a minimum of three Level 3 subjects

Note: This double degree has been structured so that, after selecting the Bachelor of Communication major, students may choose to

undertake one of the 3 remaining Communication majors for their Bachelor of Creative Industries specialisation should they wish to.

Recommended Sequence 2023

If you commenced in 2024 or later please refer to the Sequence 2024 tab for details.

Recommended sequence subject to variation based on the students nominated Creative Industries major.

Full-time start-year intake

Course	Title	Credit Points	
Year 1			
Autumn session			
COMM 1044	Professional Communication	10	COMM 3010 Creative Industries Professional Project or Internship 10
COMM 1020	Media Cultures and Industries	10	Select one Communication major subject 10
COMM 1036	Introduction to the Creative Industries	10	Select one Creative Industries major subject 10
Select one Communication introduction to major subject		10	Credit Points 40
			Total Credit Points 320
Credit Points		40	
Spring session			
COMM 1012	Data, Mediation, Power	10	The subject listed below counts towards completion of this program for students who passed this subject in 2022 or earlier.
BUSM 1010	Financing Enterprises	10	DESN 1018 - Visual Storytelling, replaced by INFO 1004 Data Analysis and Storytelling
INFO 1004	Data Analysis and Storytelling	10	
Select one Creative Industries Introduction to major subject		10	
		40	
Credit Points		40	
Year 2			
Autumn session			
COMM 2024	Media Law and Ethics	10	COMM 1012 Data, Mediation, Power 10
Select one Communication major subject		10	BUSM 1010 Financing Enterprises 10
Select two Creative Industries major subjects		20	INFO 1004 Data Analysis and Storytelling 10
		40	Select one Creative Industries Introduction to major subject 10
Credit Points		40	
Spring session			
BUSM 1008	Enterprise Leadership	10	Credit Points 40
COMM 2032	Professional Writing and Editing	10	
Select one Communication major subject		10	
Select one Creative Industries major subject		10	
		40	
Credit Points		40	
Year 3			
Autumn session			
Select two Communication major subjects		20	Autumn session
Select two Creative Industries major subjects		20	COMM 1044 Professional Communication 10
		40	COMM 1020 Media Cultures and Industries 10
Credit Points		40	COMM 1036 Introduction to the Creative Industries 10
		40	Select one Communication introduction to major subject 10
Spring session			
COMM 3011	Creative TEAMS 1	10	Credit Points 40
Select two Communication major subjects		20	
Select one Creative Industries major subject		10	
		40	
Credit Points		40	
Year 4			
Autumn session			
BUSM 1006	Enterprise Innovation and Markets	10	Year 3
COMM 3012	Creative TEAMS 2	10	Spring session
Select one Communication major subject		10	BUSM 1006 Enterprise Innovation and Markets 10
Select one Creative Industries major subject		10	COMM 3011 Creative TEAMS 1 10
		40	Select one Communication major subject 10
Credit Points		40	Select one Creative Industries major subject 10
Spring session			
HUMN 3033	Digital Cultures	10	Credit Points 40

Autumn session						
COMM 2024	Media Law and Ethics	10	LAWS 1003	Fundamentals of Australian Law	10	
COMM 3012	Creative TEAMS 2	10	DESN 1011	Image Design	10	
Select one Communication major subject		10	LANG 1015	Introduction to Literary Studies	10	
Select one Creative Industries major subject		10	PERF 1014	Music Production	10	
	Credit Points	40	BUSM 1026	Organisational Behaviour	10	
			DESN 1021	Web and Time-based Design	10	
Year 4						
Spring session						
HUMN 3033	Digital Cultures	10				
COMM 3010	Creative Industries Professional Project or Internship	10				
Select one Communication major subject		10				
Select one Creative Industries major subject		10				
	Credit Points	40				
Autumn session						
Select two Communication major subjects		20				
Select two Creative Industries major subjects		20				
	Credit Points	40				
	Total Credit Points	320				

Equivalent Subjects

The subjects listed below count towards completion of the program for students who may have passed subjects in the list in 2023 or earlier.

COMM 1032 Writing Ecologies, replaced by COMM 1044 Professional Communication

The subject listed below counts towards completion of this program for students who passed this subject in 2022 or earlier.

DESN 1018 - Visual Storytelling, replaced by INFO 1004 Data Analysis and Storytelling

Replaced Subject

The subject listed below counts towards completion of the program for students who may have passed the subject in 2023 or earlier.

COMM 3022 Media Memory

Program Structure 2024

If you commenced in 2023 please refer to the Structure 2023 tab for details.

Qualification for this award requires the successful completion of 320 credit points.

Students must complete

- 80 credit points of Communication core subjects
- 80 credit points of Creative Industries core subjects (which may include one Introduction to Major Pool subject or one elective)
- 80 credit point Communication Major
- 80 credit point Creative Industries Major

Creative Industries Introduction to Major Subject Pool

Some majors require the successful completion of an introductory subject prior to commencing studies in the major. Depending on the major chosen students select one of the following subjects or, where no introductory subject is required, students should select an elective subject.

Subject	Title	Credit Points
COMM 1010	Creative Writing: The Imaginative Life	10
HUMN 1066	Introduction to Culture and Society	10

Majors

Communication

Major for Bachelor of Communication component to be selected from the below list:

Advertising, Major (0159) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/advertising-major/>)

Journalism, Major (0069) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/journalism-major/>)

Public Relations, Major (0160) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/public-relations-major/>)

Creative Industries

Major for Bachelor of Creative Industries component to be selected from the below list:

Advertising, Major (0159) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/advertising-major/>)

Creative Writing, Major (0005) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/creative-writing-major/>)

Culture and Society, Major (0264) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/culture-society-major/>)

Digital Cultures, Major (0070) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/digital-cultures-major/>)

English, Major (0009) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/english-major/>)

Enterprise Innovation, Major (0078) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/enterprise-innovation-major/>)

Festival and Event Management, Major (0306) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/festival-event-management-major/>)

Graphic Design, Major (0073) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/graphic-design-major/>)

Journalism, Major (0069) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/journalism-major/>)

Law and the Creative Industries, Major (0072) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/law-creative-industries-major/>)

Media Arts Production

Music, Major (0209) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/music-major/>)

Public Relations, Major (0160) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/public-relations-major/>)

Screen Media, Major (0268) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/screen-media-major/>)

Note: Each major must have no more than three Level 1 subjects (including the introduction to major subject) and a minimum of three Level 3 subjects

Note: This double degree has been structured so that, after selecting the Bachelor of Communication major, students may choose to undertake one of the 3 remaining Communication majors for their Bachelor of Creative Industries specialisation should they wish to.

Recommended Sequence 2024

If you commenced in 2023 please refer to the Sequence 2023 tab for details.

Qualification for this award requires the successful completion of 320 credit points including the subjects listed in the recommended sequence below.

Full-time start-year intake

Course	Title	Credit Points
Year 1		
Autumn session		
COMM 1045	Foundations of the Communication Industry	10
COMM 1020	Media Cultures and Industries	10
COMM 1036	Introduction to the Creative Industries	10
BUSM 1008	Enterprise Leadership	10
	Credit Points	40
Spring session		
INFO 1004	Data Analysis and Storytelling	10
Select one Communication Major subject		10
Select one Creative Industries Introduction to major subject or one elective subject		10
Select one Creative Industries Major subject		10
	Credit Points	40
Year 2		
Autumn session		
COMM 1044	Professional Communication	10
COMM 1012	Data, Mediation, Power	10
BUSM 1006	Enterprise Innovation and Markets	10
BUSM 1010	Financing Enterprises	10
	Credit Points	40
Spring session		
COMM 3011	Creative TEAMS 1	10
Select two Communication Major Subjects		20
Select one Creative Industries Major Subject		10
	Credit Points	40
Year 3		
Autumn session		
COMM 2024	Media Law and Ethics	10
COMM 3012	Creative TEAMS 2	10
Select one Communication Major Subject		10
Select one Creative Industries Major Subject		10
	Credit Points	40
Spring session		
COMM 3052	Writing for our Digital Lives	10
Select two Creative Industries Major Subjects		20
Select one Communication Major Subject		10
	Credit Points	40
Year 4		
Autumn session		
COMM 3053	Industry Research Project	10
Select two Creative Industries Major Subjects		20
Select one Communication Major Subject		10
	Credit Points	40

Spring session

COMM 3010	Creative Industries Professional Project or Internship	10
Select two Communication Major Subjects		20
Select one Creative Industries Major Subject		10
	Credit Points	40
	Total Credit Points	320

Full-time mid-year intake

Course	Title	Credit Points
Year 1		
Spring session		
INFO 1004	Data Analysis and Storytelling	10
Select one Communication Major subject		10
Select one Creative Industries Introduction to major subject or one elective subject		10
Select one Creative Industries Major subject		10
	Credit Points	40
Autumn session		
COMM 1045	Foundations of the Communication Industry	10
COMM 1020	Media Cultures and Industries	10
COMM 1036	Introduction to the Creative Industries	10
BUSM 1008	Enterprise Leadership	10
	Credit Points	40
Year 2		
Spring session		
COMM 3011	Creative TEAMS 1	10
Select two Communication Major Subjects		20
Select one Creative Industries Major Subject		10
	Credit Points	40
Autumn session		
COMM 1044	Professional Communication	10
COMM 1012	Data, Mediation, Power	10
BUSM 1006	Enterprise Innovation and Markets	10
BUSM 1010	Financing Enterprises	10
	Credit Points	40
Year 3		
Spring session		
COMM 3052	Writing for our Digital Lives	10
Select two Creative Industries Major Subjects		20
Select one Communication Major Subject		10
	Credit Points	40
Autumn session		
COMM 2024	Media Law and Ethics	10
COMM 3012	Creative TEAMS 2	10
Select one Communication Major Subject		10
Select one Creative Industries Major Subject		10
	Credit Points	40
Year 4		
Spring session		
COMM 3010	Creative Industries Professional Project or Internship	10
Select two Communication Major Subjects		20
Select one Creative Industries Major Subject		10
	Credit Points	40

Autumn session

COMM 3053	Industry Research Project	10
Select two Creative Industries Major Subjects		20
Select one Communication Major Subject		10
	Credit Points	40
	Total Credit Points	320