

BACHELOR OF COMMUNICATION (DEAN'S SCHOLARS) (1736)

Approved Abbreviation: BComm(DeansSchol)
Western Sydney University Program Code: 1736
AQF Level: 7

This program applies to students who commenced in 2017 or later.

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

Commencement Year 2015-2016 - 1736.1 Bachelor of Communication (Dean's Scholars) (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1736.1>)

The Bachelor of Communication (Dean's Scholars) encompasses a range of studies in the fields of communication, media and design including specialised studies in the major fields of Advertising, Journalism, Public Relations and Media Arts Production. Teaching includes both theory and practice with reference to real world contexts highlighting future career opportunities in a convergent digital media world. Through classwork, independent study and engagement with the multicultural nature of our communities, students develop an understanding of the local and international relevance of their chosen studies, with opportunities to develop and produce a range of media outcomes as applied research and professional projects throughout their studies. Through self-directed, team-based and problem-based learning strategies requiring active participation in the community and professional contexts, graduates learn to reflect and value ethical and intellectual conduct as well as respect for diversity and social justice principles.

This degree is exclusively for high-achieving students, and will continually challenge you to do even better and build on your academic success.

- Director of Academic Program - Dr Nicole Bridges

Study Mode

Three years full-time or six 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

Penrith Campus	Full Time	Internal	See above
Penrith Campus	Part Time	Internal	See above

Accreditation

The Bachelor of Communication (Dean's Scholars) is 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.

Admission

From Autumn 2024, there will be no further admissions into this program.

Students are admitted on the basis of their ATAR score. ATAR score of at least 90 required.

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

Applicants who have undertaken studies overseas may have to provide proof of proficiency in English. Local and International 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.

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

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

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

The Bachelor of Communication (Dean's Scholars) is a three year degree. The course has four major sequences in Advertising, Journalism, Public Relations and Screen Media, from which students select one at the end of their first year. Each of the major sequences is also available as a minor.

Majors

Students must select from one of the following majors.

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/>)

Minors

Students may also elect to take a minor in one of the four major sequences.

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

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

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

Note: Please plan enrolment in minor subjects carefully - subjects at Level 2 and Level 3 may have pre-requisites. Students should consult their Academic Program Advisors if they require further information.

Elective Minors

Students in Advanced programs may use elective subjects toward obtaining an additional approved minor in Applied Leadership or Critical Thinking.

Applied Leadership
Critical Thinking

Elective subjects may be used toward obtaining an additional approved minor (40 credit points). Minor elective studies may include one of the following.

Inherent Requirements

The following minors have inherent requirements that must be met in order to complete the minor: Arabic, Chinese and Japanese. Make sure you read and understand the requirements for these majors and minors online.

Inherent Requirements (https://www.westernsydney.edu.au/ir/inherent_requirements/inherent_requirements_for_languages_courses/)

Arabic, Minor (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/arabic-minor/>)

Chinese, Minor (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/chinese-minor/>)

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

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

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

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

History and Political Thought, Minor (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/history-political-thought-minor/>)

Indigenous Australian Studies, Minor (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/indigenous-australian-studies-minor/>)

International English, Minor (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/international-english-minor/>)

International Relations and Asian Studies, Minor (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/international-relations-asian-studies-minor/>)

Islamic Studies, Minor (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/islamic-studies-minor/>)

Japanese, Minor (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/japanese-minor/>)

Linguistics, Minor (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/linguistics-minor/>)

Musicology, Minor (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/musicology-minor/>)

Music Performance Studies, Minor (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/music-performance-studies-minor/>)

Philosophy, Minor (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/philosophy-minor/>)

Psychological Studies, Minor (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/psychological-studies-minor/>)

Replaced Majors and Minors

The majors and minors listed below count towards completion of this program for students who began studying these majors and minors prior to the years indicated below.

M1094 Media Arts Production, Major (<http://handbook.westernsydney.edu.au/hbook/specialisation.aspx?unitset=M1094.1>), replaced by Screen Media, Major in 2021 (listed above).

SM1113 Media Arts Production, Minor (<http://handbook.westernsydney.edu.au/hbook/specialisation.aspx?unitset=SM1113.1>), replaced by Screen Media, Minor in 2021 (listed above).

SM1070 Cultural and Social Analysis, Minor (<http://handbook.westernsydney.edu.au/hbook/specialisation.aspx?unitset=SM1070.1>), replaced by Culture and Society, Minor in 2020 (listed above).

SM1072 History and Political Thought, Minor (<http://handbook.westernsydney.edu.au/hbook/specialisation.aspx?unitset=SM1072.1>), replaced by History and Political Thought, Minor in 2020 (listed above).

SM1120 International English, Minor (<http://handbook.westernsydney.edu.au/hbook/specialisation.aspx?unitset=SM1120.1>), replaced by SM1132 International English, Minor in 2018.

SM1132 International English, Minor (<http://handbook.westernsydney.edu.au/hbook/specialisation.aspx?unitset=SM1132.1>), replaced by International English, Minor in 2020 (listed above).

Recommended Sequence

Qualification for this award requires the successful completion of 240 credit points as per the recommended sequence below.

Full-time start-year intake

Course	Title	Credit Points
Year 1		
Autumn session		
COMM 1044	Professional Communication	10
COMM 1039	Introduction to Screen Media	10
MKTG 1001	Advertising: An Introduction	10
COMM 1020	Media Cultures and Industries	10
Credit Points		40
Spring session		
COMM 1012	Data, Mediation, Power	10
MKTG 1009	Public Relations Theory and Practice	10
COMM 1018	News and Media Today	10
INFO 1004	Data Analysis and Storytelling	10
Credit Points		40

Year 2**Autumn session**

COMM 2024	Media Law and Ethics	10
Select two subjects from a selected major		20
Select one elective		10
Credit Points		40

Spring session

COMM 2032	Professional Writing and Editing	10
Select two subjects from a selected major		20
Select one elective		10
Credit Points		40

Year 3**Autumn session**

COMM 3008	Communication Research Project	10
Select two subjects from a selected major		20
Select one elective		10
Credit Points		40

Spring session

HUMN 3033	Digital Cultures	10
In 2024 and 2025 subject HUMN 3033 Digital Cultures replaces subject COMM 3022 Media Memory for transition/progression purposes		
Select two subjects from a selected major		20
Select one elective		10
Credit Points		40
Total Credit Points		240

Full-time mid-year intake

Course	Title	Credit Points
Year 1		
Spring session		
COMM 1012	Data, Mediation, Power	10
MKTG 1009	Public Relations Theory and Practice	10
COMM 1018	News and Media Today	10
INFO 1004	Data Analysis and Storytelling	10
Credit Points		40
Autumn session		
COMM 1044	Professional Communication	10
COMM 1039	Introduction to Screen Media	10
MKTG 1001	Advertising: An Introduction	10
COMM 1020	Media Cultures and Industries	10
Credit Points		40
Year 2		
Spring session		
COMM 2032	Professional Writing and Editing	10
Select two subjects from a selected major		20
Select one elective		10
Credit Points		40
Autumn session		
COMM 2024	Media Law and Ethics	10
Select two subjects from a selected major		20
Select one elective		10
Credit Points		40

Year 3**Spring session**

HUMN 3033	Digital Cultures	10
In 2024 and 2025 subject HUMN 3033 Digital Cultures replaces subject COMM 3022 Media Memory for transition/progression purposes		
Select two subjects from a selected major		20
Select one elective		10
Credit Points		40
Autumn session		
COMM 3008	Communication Research Project	10
Select two subjects from a selected major		20
Select one elective		10
Credit Points		40
Total Credit Points		240

Equivalent Core Subject

The subject listed below counts towards completion of this program for students who passed this subject in 2020 or earlier.

COMM 1015 Foundations of Media Arts and Production, replace by COMM 1039 (<https://hbook.westernsydney.edu.au/archives/2023-2024/subject-details/comm1039/>) Introduction to Screen Media

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

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

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

Minor elective spaces

Elective subjects may be used toward obtaining an additional approved minor (40 credit points). Western Sydney University offers minors in a range of areas including Sustainability and Indigenous Studies.

Global Sustainability Minor (<https://hbook.westernsydney.edu.au/majors-minors/global-sustainability-minor/>)
Indigenous Australian Studies Minor (<https://hbook.westernsydney.edu.au/majors-minors/indigenous-australian-studies-minor/>)

Western Sydney University also offers the following innovative transdisciplinary Challenge Minors (https://www.westernsydney.edu.au/educational_partnerships_and_quality/home/challenge_minors/) which we encourage those students who have elective space to consider.

Equitable Technologies (<https://hbook.westernsydney.edu.au/majors-minors/equitable-technologies-minor/>)
Urban Evolution (<https://hbook.westernsydney.edu.au/majors-minors/urban-evolution-minor/>)
Migration and Global Change (<https://hbook.westernsydney.edu.au/majors-minors/migration-global-change-minor/>)

Personal Innovation (<https://hbook.westernsydney.edu.au/majors-minors/personal-innovation-minor/>)

Innovating, Creating and Problem Solving (<https://hbook.westernsydney.edu.au/majors-minors/innovating-creating-problem-solving-minor/>)

Eco-Socially Conscious Design and Manufacturing (<https://hbook.westernsydney.edu.au/majors-minors/eco-socially-conscious-design-manufacturing-minor/>)

Water for Life (<https://hbook.westernsydney.edu.au/majors-minors/water-life-minor/>)

Climate Justice (<https://hbook.westernsydney.edu.au/majors-minors/climate-justice-minor/>)

Creative and Visual Communication (<https://hbook.westernsydney.edu.au/majors-minors/creative-visual-communication-minor/>)

Global Workplaces (<https://hbook.westernsydney.edu.au/majors-minors/global-workplaces-minor/>)

Innovating For Humans (<https://hbook.westernsydney.edu.au/majors-minors/innovating-humans-minor/>)

Creative Living for Cultural Wellbeing (<https://hbook.westernsydney.edu.au/majors-minors/creative-living-cultural-wellbeing-minor/>)

Ideate.Strategise.Innovate. (<https://hbook.westernsydney.edu.au/majors-minors/ideate-strategise-innovate-minor/>)

Humanising Data (<https://hbook.westernsydney.edu.au/majors-minors/humanising-data-minor/>)

For more information, visit the Challenge Minor (https://www.westernsydney.edu.au/educational_partnerships_and_quality/home/challenge_minors/) website.

Search for majors and minors (<https://hbook.westernsydney.edu.au/majors-minors/>)

Students can apply for an elective minor via Western Now.

WesternNow (<https://www.westernsydney.edu.au/westernnow/>)