

BACHELOR OF COMMUNICATION (1696)

Approved Abbreviation: BComm

Western Sydney University Program Code: 1696

AQF Level: 7

CRICOS Code: 074452D

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 2014 and 2016 - 1696.3 Bachelor of Communication (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1696.3>)

Commencement Year 2013 and 2014 - 1696.2 Bachelor of Communication (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1696.2>)

Commencement Year 2012 - 1696.1 Bachelor of Communication (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1696.1>)

The Bachelor of Communication is designed to develop students' critical capacity and communication skills. Students will gain a deep understanding of media's influence on the world, grow their professional skills and research abilities, and master legal and ethical storytelling. Majors include Journalism, Advertising and Public Relations, and students can choose from a large selection of minors. The first year of study covers important communication theory and data storytelling, providing an understanding of communication practices, industries and disciplines. Second and third year allow students to focus on their chosen major and minor/s. Learning takes place in the classroom and in the field, with award-winning university teachers with specialised knowledge and expert industry partners. There are also opportunities for students to enhance their skills with internships, industry meet-and-greets and international study and travel.

- 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
Online	Full Time	Online	See above
Online	Part Time	Online	See above
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
Sydney City Campus*	Full Time	Internal	Ming Dia (https://directory.westernsydney.edu/search/profile/16100/)
Vietnam Campus*	Full Time	Internal	Jacki Montgomery (https://directory.westernsydney.edu/search/name/jacki%20montgomery/)
Vietnam Campus*	Part Time	Internal	Jacki Montgomery (https://directory.westernsydney.edu/search/name/jacki%20montgomery/)

* Programs delivered through an agreement with another party

Accreditation

The Bachelor of Communication is accredited by professional organisations including the Public Relations Institute of Australia (PRIA) and the Media Federation 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 and/or meeting other Western Sydney University criteria.

Students who enter through the University of Economics Ho Chi Minh City (UEH) pathway, the entry criteria into Stage 1 of studies at UEH is an IELTS overall score of 6.5 with a minimum of 6.0 in each subtest and also 26/30 in the Vietnam University Entrants Exam.

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 2022

The Bachelor of Communication is a three year degree. The program has four major sequences in Advertising, Journalism, Public Relations and Media Arts Production, from which students select one at the end of their first year. Each of the major sequences is also available as a minor.

Majors

Penrith and Parramatta On-campus students must select from one of the following four 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/>)

Sydney City On-campus students and Online students must select from one of the following three majors

Please note the following subjects in these majors are not offered online until further notice: COMM 3014 Digital Communication, COMM 3015 Digital Journalism Production and COMM 3025 News Teams. Students will be able to enrol in the on-campus offering of these subjects. Please contact enquiriesHCA@westernsydney.edu.au for further options.

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/>)

Minors

Penrith and Parramatta On-campus students may also elect to take a minor in one of the four major sequences

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.

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/>)

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

Sydney City On-campus students and Online students may also elect to take a minor in one of the three available major sequences

Please note the following subjects in these majors are not offered online until further notice: COMM 3014 Digital Communication, COMM 3015 Digital Journalism Production and COMM 3025 News Teams. Students will be able to enrol in the on-campus offering of these subjects. Please contact enquiriesHCA@westernsydney.edu.au for further options.

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/>)

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/)

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 2022

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

Click here for the recommended sequence at Sydney City Campus (http://www.westernsydney.edu.au/city/courses/communication/?utm_source=Handbook).

Parramatta Campus and Online Students, full-time start-year intake

Course	Title	Credit Points
Year 1		
Autumn session		
COMM 1032	Writing Ecologies	10
COMM 1020	Media Cultures and Industries	10
COMM 1018	News and Media Today	10
MKTG 1009	Public Relations Theory and Practice	10
	Credit Points	40
Spring session		
INFO 1004	Data Analysis and Storytelling	10
COMM 1012	Data, Mediation, Power	10
MKTG 1001	Advertising: An Introduction	10
COMM 1039	Introduction to Screen Media	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 which may include the following:		10
COMM 2047	Pitch: Podcasting Essentials	
	Credit Points	40
Spring session		
COMM 2032	Professional Writing and Editing	10
Select two subjects from a selected major		20
Select one elective which may include the following:		10
COMM 2048	Communicating for Sustainability	
	Credit Points	40
Year 3		
Autumn session		
COMM 3008	Communication Research Project	10
Select two subjects from a selected major		20
Select one elective which may include the following:		10
COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile	
	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 which may include the following:	10
COMM 3046 Personal Branding Strategies: Build and Manage Your Career Profile	
Credit Points	40

Total Credit Points **240**

Parramatta Campus and Online Students, full-time mid-year intake

Course	Title	Credit Points
Year 1		
Spring session		
INFO 1004	Data Analysis and Storytelling	10
COMM 1012	Data, Mediation, Power	10
MKTG 1001	Advertising: An Introduction	10
COMM 1039	Introduction to Screen Media	10
	Credit Points	40
Autumn session		
COMM 1032	Writing Ecologies	10
COMM 1020	Media Cultures and Industries	10
COMM 1018	News and Media Today	10
MKTG 1009	Public Relations Theory and Practice	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 which may include the following:		10
COMM 2048	Communicating for Sustainability	
	Credit Points	40
Autumn session		
COMM 2024	Media Law and Ethics	10
Select two subjects from a selected major		20
Select one elective which may include the following:		10
COMM 2047	Pitch: Podcasting Essentials	
	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 which may include the following:		10
COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile	
	Credit Points	40
Autumn session		
COMM 3008	Communication Research Project	10
Select two subjects from a selected major		20
Select one elective which may include the following:		10

COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile	
	Credit Points	40
	Total Credit Points	240
Penrith Campus, full-time start-year intake		
Course	Title	Credit Points
Year 1		
Autumn session		
COMM 1032	Writing Ecologies	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 which may include the following:		10
COMM 2047	Pitch: Podcasting Essentials	
	Credit Points	40
Spring session		
COMM 2032	Professional Writing and Editing	10
Select two subjects from a selected major		20
Select one elective which may include the following:		10
COMM 2048	Communicating for Sustainability	
	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 which may include the following:		10
COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile	
	Credit Points	40
	Total Credit Points	240

Penrith Campus, 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 1032	Writing Ecologies	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
Two units from a selected major		20
And one elective which may include		10
COMM 2048	Communicating for Sustainability	
	Credit Points	40
Autumn session		
COMM 2024	Media Law and Ethics	10
Two units from a selected major		20
And one elective which may include		10
COMM 2047	Pitch: Podcasting Essentials	
	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		
Two units from a selected major		20
And one elective which may include		10
COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile	
	Credit Points	40
Autumn session		
COMM 3008	Communication Research Project	10
Two units from a selected major		20
And one elective		10
	Credit Points	40
	Total Credit Points	240

Equivalent 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, replaced by COMM 1039 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

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

Elective Spaces

Students have the option to take electives in Design (Visual Communication) and Music subject to successful completion of any required pre-requisite subjects.

Elective subjects may also be used toward obtaining an additional approved minor from the Bachelor of Arts (40 credit points).

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/>)

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/>)

Program Structure 2023

The Bachelor of Communication is a three year degree. The program has four major sequences in Advertising, Journalism, Public Relations and Screen Media from which students select one at the end of their first year and each of the major sequences is also available as a minor.

Majors

Penrith and Parramatta On-site students must select from one of the following four majors.

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

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

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

Elective subjects

Students may select their electives from any program offered by the university, provided any requisite requirements are met.

Students may use their elective subjects to complete a minor (40 credit points) from another discipline area, or up to 40 credit points from the wide range of subjects offered by Western Sydney University

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/>)

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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/>)

Suggested minors

Minors

Penrith and Parramatta On-site 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/>)

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

Sydney City On-site students and Online students may also elect to take a minor in one of the three available 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/>)

Students may also take electives in Design (Visual Communication) and Music subject to successful completion of any required pre-requisite subjects.

Elective subjects may also be used toward obtaining an additional minor from the Bachelor of Arts (40 credit points).

Recommended Sequence 2023

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

Sydney City Campus and Penrith Campus, 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 2048	Communicating for Sustainability	
COMM 1018	News and Media Today	10		Credit Points	40
INFO 1004	Data Analysis and Storytelling	10			
	Credit Points	40			
Year 2					
Autumn session					
COMM 2024	Media Law and Ethics	10	COMM 2024	Media Law and Ethics	10
Select two subjects from a chosen major		20	Select two subjects from a chosen major		20
Select one elective which may include:		10	Select one elective which may include:		10
COMM 2047	Pitch: Podcasting Essentials		COMM 2047	Pitch: Podcasting Essentials	
	Credit Points	40		Credit Points	40
Year 3					
Spring session					
COMM 2032	Professional Writing and Editing	10	HUMN 3033	Digital Cultures	10
Select two subjects from a chosen major		20	In 2024 and 2025 subject HUMN 3033 Digital Cultures replaces subject COMM 3022 Media Memory for transition/progression purposes		
Select one elective which may include:		10	Select two subjects from a chosen major		20
COMM 2048	Communicating for Sustainability		Select one elective which may include:		10
	Credit Points	40	COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile	
Year 3				Credit Points	40
Autumn session					
COMM 3008	Communication Research Project	10	COMM 3008	Communication Research Project	10
Select two subjects from a chosen major		20	Select two subjects from a chosen major		20
Select one elective		10	Select one elective		10
	Credit Points	40		Credit Points	40
Spring session				Total Credit Points	240
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 chosen major		20			
Select one elective which may include:		10			
COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile				
	Credit Points	40			
	Total Credit Points	240			
Penrith Campus, full-time mid-year intake					
Course	Title	Credit Points			
Year 1					
Spring session					
COMM 1012	Data, Mediation, Power	10	INFO 1004	Data Analysis and Storytelling	10
MKTG 1009	Public Relations Theory and Practice	10	COMM 1012	Data, Mediation, Power	10
COMM 1018	News and Media Today	10	MKTG 1001	Advertising: An Introduction	10
INFO 1004	Data Analysis and Storytelling	10	COMM 1039	Introduction to Screen Media	10
	Credit Points	40		Credit Points	40
Autumn session					
COMM 1044	Professional Communication	10	COMM 2024	Media Law and Ethics	10
COMM 1039	Introduction to Screen Media	10	Select two subjects from a chosen major		20
MKTG 1001	Advertising: An Introduction	10	Select one elective which may include:		10
COMM 1020	Media Cultures and Industries	10	COMM 2047	Pitch: Podcasting Essentials	
	Credit Points	40		Credit Points	40
Year 2					
Spring session					
COMM 2032	Professional Writing and Editing	10	COMM 2032	Professional Writing and Editing	10
Select two subjects from a chosen major		20	Select two subjects from a chosen major		20
Select one elective which may include:		10	Select one elective which may include:		10
	Credit Points	40	COMM 2048	Communicating for Sustainability	
	Credit Points	40		Credit Points	40

Year 3	Select one elective which may include:	10																																																																																																																																																																																																																																					
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MKTG 1001 Advertising: An Introduction	10	Credit Points	30																																																																																																																																																																																																																																				
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COMM 1018 News and Media Today	10	Credit Points	40																																																																																																																																																																																																																																				
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Select two subjects from a chosen major	20																																																																																																																																																																																																																																						

DESN 1018 - Visual Storytelling, replaced by INFO 1004 (<https://hbook.westernsydney.edu.au/archives/2023-2024/search/?P=INFO%201004>) Data Analysis and Storytelling

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, replaced by COMM 1039 (<https://hbook.westernsydney.edu.au/archives/2023-2024/search/?P=COMM%201039>) Introduction to Screen Media.

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

This structure applies to students who commenced in 2024 or later. If you commenced prior to 2024 please refer to the relevant Structure tab for details.

The Bachelor of Communication is a three-year degree. The program has three major sequences in Advertising, Journalism, and Public Relations from which students select one at the end of their first year. Each of the major sequences is also available as a minor.

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

Majors

Penrith, Parramatta, Fully Online, and Sydney City on-site 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/>)

Elective Subjects

Students may use their elective subjects to complete an additional major (80 credit points), OR one or two minors (40 credit points each) from a range of minors across the university (see recommended minors below), OR up to 80 credit points from the wide range of subjects offered by Western Sydney University. It is strongly recommended that at the commencement of their program, students consult with their Academic Program Advisor who can suggest the most appropriate majors, minors, and electives for their chosen future career.

Suggested Minors

Minors

Elective subjects may be used toward obtaining an additional approved major (80 credit points) or minor (40 credit points). These are the recommended minors for each of the three majors:

Advertising, Major (0159)

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

Marketing, Minor (0291) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/marketing-minor/>)

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

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

Social Media Analytics, Minor (0147) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/social-media-analytics-minor/>)

Journalism, Major (0069)

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

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

International Relations and Asian Studies, Minor (0019) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/international-relations-asian-studies-minor/>)

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

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

Public Relations, Major (0160)

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

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

Marketing, Minor (0291) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/marketing-minor/>)

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

Social Media Analytics, Minor (0147) (<https://hbook.westernsydney.edu.au/archives/2023-2024/majors-minors/social-media-analytics-minor/>)

Major and Minor elective spaces

Elective subjects may be used toward obtaining an additional approved major (80 credit points) or minor (40 credit points). Western Sydney University offers majors and 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 Major (<https://hbook.westernsydney.edu.au/majors-minors/indigenous-australian-studies-major/>)

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 major or minor via Western Now.

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

Recommended Sequence 2024

This sequence applies to students who commenced in 2024 or later. If you commenced prior to 2024 please refer to the relevant Sequence tab for details.

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

Penrith Campus, Parramatta South Campus and Online Students, Full-time start-year intake

Course	Title	Credit Points
Year 1		
Autumn session		
COMM 1044	Professional Communication	10
COMM 1020	Media Cultures and Industries	10
COMM 1012	Data, Mediation, Power	10
COMM 1045	Foundations of the Communication Industry	10
	Credit Points	40
Spring session		
INFO 1004	Data Analysis and Storytelling	10
Select one subject from a selected major		10
Select two electives		20
	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
Year 3		
Spring session		
Select two subjects from a selected major		20

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 3052	Writing for our Digital Lives	10
Select one subject from a selected major		10
Select two electives		20
Credit Points		40
Year 3		
Autumn session		
COMM 3053	Industry Research Project	10
Select two subjects from a selected major		20
Select one elective		10
Credit Points		40
Spring session		
Select two subjects from a selected major		20
Select two electives		20
Credit Points		40
Total Credit Points		240

Penrith Campus, Parramatta South Campus and Online Students, Full-time mid-year intake

Course	Title	Credit Points
Year 1		
Spring session		
INFO 1004	Data Analysis and Storytelling	10
Select one subject from a selected major		10
Select two electives		20
	Credit Points	40
Autumn session		
COMM 1044	Professional Communication	10
COMM 1020	Media Cultures and Industries	10
COMM 1012	Data, Mediation, Power	10
COMM 1045	Foundations of the Communication Industry	10
	Credit Points	40
Year 2		
Spring session		
COMM 3052	Writing for our Digital Lives	10
Select one subject from a selected major		10
Select two electives		20
	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		
Select two subjects from a selected major		20

Select two electives	20	COMM 1045	Foundations of the Communication Industry	10
Credit Points	40			
Autumn session		Select one elective		10
COMM 3053	Industry Research Project	10	Credit Points	40
Select two subjects from a selected major	20			
Select one elective	10			
Credit Points	40			
		Total Credit Points	240	

Sydney City Campus, Fast Track Entry

Sydney City Campus, Fast Track - Term 1 entry

Course	Title	Credit Points		
Year 1				
Trimester 1				
INFO 1004	Data Analysis and Storytelling	10	Credit Points	40
COMM 1012	Data, Mediation, Power	10		
Select one subject from a selected major	10			
Select one elective	10			
Credit Points	40			
Trimester 2				
COMM 1044	Professional Communication	10	Credit Points	40
COMM 1020	Media Cultures and Industries	10		
COMM 1045	Foundations of the Communication Industry	10		
Select one elective	10			
Credit Points	40			
Trimester 3				
COMM 2024	Media Law and Ethics	10	Credit Points	40
Select two subjects from a selected major	20			
Select one elective	10			
Credit Points	40			
Year 2				
Trimester 1				
COMM 3052	Writing for our Digital Lives	10	Credit Points	40
Select two subjects from a selected major	20			
Select one elective	10			
Credit Points	40			
Trimester 2				
COMM 3053	Industry Research Project	10	Total Credit Points	240
Select two subjects from a selected major	20			
Select one elective	10			
Credit Points	40			
Trimester 3				
COMM 2024	Media Law and Ethics	10		
Select two subjects from a selected major	20			
Select one elective	10			
Credit Points	40			
Year 3				
Trimester 1				
COMM 3052	Writing for our Digital Lives	10		
Select two subjects from a selected major	20			
Select one elective	10			
Credit Points	40			
Trimester 2				
COMM 3053	Industry Research Project	10		
Select two subjects from a selected major	20			
Select one elective	10			
Credit Points	40			
Trimester 3				
COMM 2024	Media Law and Ethics	10		
Select two subjects from a selected major	20			
Select one elective	10			
Credit Points	40			

Sydney City Campus, Fast Track - Term 3 entry

Course	Title	Credit Points
Year 1		
Trimester 3		
COMM 1044	Professional Communication	10
COMM 1012	Data, Mediation, Power	10
INFO 1004	Data Analysis and Storytelling	10
Select one elective	10	
Credit Points	40	
Year 2		
Trimester 3		
COMM 2024	Media Law and Ethics	10
Select two subjects from a selected major	20	
Select one elective	10	
Credit Points	40	
Trimester 3		
COMM 2024	Media Law and Ethics	10
Select two subjects from a selected major	20	
Select one elective	10	
Credit Points	40	

Sydney City Campus, Fast Track - Term 2 entry

Course	Title	Credit Points
Year 1		
Trimester 2		
COMM 1044	Professional Communication	10
COMM 1020	Media Cultures and Industries	10
Select two electives	20	
Credit Points	40	
Total Credit Points	240	
Trimester 2		
COMM 1045	Foundations of the Communication Industry	10
Select two electives	20	
Credit Points	40	

COMM 1020	Media Cultures and Industries	10	Select two electives	20
Select one subject from a selected major		10	Credit Points	30
Select one elective		10	Trimester 2	
	Credit Points	40	Select one subject from a selected major	10
Year 3			Select two electives	20
Trimester 1			Credit Points	30
COMM 3052	Writing for our Digital Lives	10		
Select two subjects from a selected major		20	Total Credit Points	240
Select one elective		10		
	Credit Points	40		
Trimester 2				
COMM 3053	Industry Research Project	10		
Select one subject from a selected major		10		
Select two electives		20		
	Credit Points	40		
	Total Credit Points	240		

Sydney City Campus, Regular Track Entry

Sydney City Campus, Regular Track Term 1 entry

Course	Title	Credit Points		Credit Points
Year 1				
Trimester 1				
INFO 1004	Data Analysis and Storytelling	10		
COMM 1012	Data, Mediation, Power	10		
Select one subject from a selected major		10		
	Credit Points	30		
Trimester 2				
COMM 1044	Professional Communication	10		
COMM 1020	Media Cultures and Industries	10		
COMM 1045	Foundations of the Communication Industry	10		
	Credit Points	30		
Trimester 3				
COMM 2024	Media Law and Ethics	10		
Select one subject from a selected major		10		
Select one elective		10		
	Credit Points	30		
Year 2				
Trimester 2				
COMM 2024	Media Law and Ethics	10		
Select one subject from a selected major		10		
Select one elective		10		
	Credit Points	30		
Trimester 3				
COMM 3053	Industry Research Project	10		
Select one subject from a selected major		10		
Select one elective		10		
	Credit Points	30		
Trimester 1				
COMM 3052	Writing for our Digital Lives	10		
Select two subjects from a selected major		20		
	Credit Points	30		
Year 2				
Trimester 1				
COMM 3052	Writing for our Digital Lives	10		
Select one subject from a selected major		10		
Select one elective		10		
	Credit Points	30		
Trimester 2				
COMM 3053	Industry Research Project	10		
Select one subject from a selected major		10		
Select one elective		10		
	Credit Points	30		
Trimester 3				
Select one subject from a selected major		10		
Select two electives		20		
	Credit Points	30		
Trimester 1				
Select one subject from a selected major		10		
Select two electives		20		
	Credit Points	30		
	Total Credit Points	240		
Year 3				
Trimester 1				
Select one subject from a selected major		10		

Sydney City Campus, Regular Track Term 3 entry

Course	Title	Credit Points	Course	Title	Credit Points
Year 1			Year 2		
Trimester 3			Trimester 1		
COMM 1044	Professional Communication	10	COMM 1044	Professional Communication	10
COMM 1012	Data, Mediation, Power	10	COMM 1020	Media Cultures and Industries	10
INFO 1004	Data Analysis and Storytelling	10	COMM 1012	Data, Mediation, Power	10
			COMM 1045	Foundations of the Communication Industry	10
	Credit Points	30		Credit Points	40
Year 2			Trimester 2		
Trimester 1			INFO 1004	Data Analysis and Storytelling	10
Select two subjects from a selected major		20	MKTG 1001	Advertising: An Introduction	10
Select one elective		10	MKTG 2013	Advertising: Strategy	10
	Credit Points	30		Credit Points	30
Trimester 2			Trimester 3		
COMM 1045	Foundations of the Communication Industry	10	COMM 3052	Writing for our Digital Lives	10
COMM 1020	Media Cultures and Industries	10	COMM 2024	Media Law and Ethics	10
Select one subject from a selected major		10	MKTG 2001	Advertising: Creative	10
	Credit Points	30		Credit Points	30
Trimester 3			Year 3		
COMM 2024	Media Law and Ethics	10	Trimester 1		
Select one subject from a selected major		10	COMM 2006	Advertising: Media	10
Select one elective		10	COMM 3054	Digital and Social Communication	10
	Credit Points	30	COMM 3053	Industry Research Project	10
	Credit Points	30		Credit Points	30
Year 3			Trimester 2		
Trimester 1			COMM 3018	Internship	10
COMM 3052	Writing for our Digital Lives	10	COMM 2001	Account and Client Management	10
Select one subject from a selected major		10	COMM 3045	Advertising: Campaigns	10
Select one elective		10		Credit Points	30
	Credit Points	30		Total Credit Points	160
Trimester 2					
COMM 3053	Industry Research Project	10			
Select one subject from a selected major		10			
Select one elective		10			
	Credit Points	30			
Trimester 3					
Select one subject from a selected major		10			
Select two electives		20			
	Credit Points	30			
Year 4					
Trimester 1					
Select one subject from a selected major		10			
Select two electives		20			
	Credit Points	30			
	Total Credit Points	240			

Vietnam Campus, Autumn Intake

Students commence in year 2 with 80 credit points from approved pathway