

DIPLOMA IN COMMUNICATION/BACHELOR OF COMMUNICATION (6007)

Approved Abbreviation: DipComm/BComm
Western Sydney University Program Code: 6007
AQF Level: 7

CRICOS Code: 096970M

This program applies to students who commenced in Term 1, 2021 or later.

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

For Commencement Year 2019 to 2020 please refer to 6007.2 - Diploma in Communication/Bachelor of Communication (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=6007.2>)

For Commencement Year 2017 to 2018 please refer to 6007.1 - Diploma in Communication/Bachelor of Communication (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=6007.1>)

The Bachelor of Communication 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 Screen Media. 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.

The first year of this program is delivered by Western Sydney University The College, as an agent of Western Sydney University, via extended face-to-face hours in smaller learning environments. A Diploma in Communication exit point is also available at the end of the first year of the program.

For more information on Western Sydney University, The College, please refer to their web site.

Western Sydney University, The College (<https://www.westernsydney.edu.au/future/study/application-pathways/the-college.html>)

For program advice during your first year of study, please use the contact below under 'Program Advice'. For program advice during your second and subsequent years of study, please use the contact listed for the Bachelor of Communication. (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-communication/>)

Early Exit

Students may exit this program on completion of 100 credit points with a 7043 Diploma in Communication (exit only) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/diploma-communication-exit-only/>)

Study Mode

Three years full-time or six years part-time.

Program Advice

For program advice during Year 1, contact The College: College Program Enquiries (<https://directory.westernsydney.edu.au/search/email/AdminApp@westernsydney.edu.au>)

For program advice during Years 2 and 3, contact the School of Humanities & Communication Arts: Dr Myra Gurney (<https://directory.westernsydney.edu.au/search/email/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 ²	Full Time	Internal	See above
Parramatta Campus - Victoria Road	Part Time	Internal	See above
Penrith Campus ²	Full Time	Internal	See above
Penrith Campus	Part Time	Internal	See above
Sydney City Campus ^{* 2}	Full Time	Internal	See above
Sydney City Campus	Part Time	Internal	See above
The College - Nirimba Education Precinct ¹	Full Time	Internal	See above
The College - Nirimba Education Precinct	Part Time	Internal	See above

* Programs delivered through an agreement with another party

¹ Students will study at WSU - The College Nirimba campus in their first year of study.

² From second year onwards, students will study at either Parramatta (Victoria Rd), Penrith or Sydney City campus.

Accreditation

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

Inherent Requirements

There are inherent requirements for this program that you must meet in order to complete your program and graduate. Make sure you read and understand the requirements for this program online.

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

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

For more information on applying please see link to The College admission pages below.

https://www.westernsydney.edu.au/thecollege/how_to_apply (https://www.westernsydney.edu.au/thecollege/how_to_apply/)

Domestic students are required to have:

- Completed an English unit in the NSW Higher School Certificate, or
- Competency in English at IELTS 6.0 equivalent (unless a native speaker), or
- Passed The College English test with 70% or higher, or
- Passed The College Foundation Studies Academic English subject at C grade level or higher.

Met other entry requirements such as:

- An ATAR identified prior to the offer of a place, or
- Completed The College Foundation Studies program with a Grade Point Average of 5.5 or higher.

International students must satisfy one of the following language requirements:

- IELTS 6.0 with a minimum 5.5 in each sub band, or
- Completed the College EAP 4 program with a 50% pass, or
- Passed The College English test with 70% or higher, or
- Passed The College Foundation Studies Academic English subject at C grade level or higher for which advanced standing can be applied for.

Academic Entry Requirements vary according to country of origin. However, in general:

- Completion of Year 12 or its equivalent is the minimum entry requirement, or
- Completed The College Foundation Studies program with a Grade Point Average of 5.5 or higher.

Recommended Sequence

Qualification for this award requires the successful completion of 260 credit points as per the recommended sequence below.

The early exit College Diploma consists of 100 credit points which includes two College Preparatory subjects.

Western Sydney University The College Subjects Full-time term 1 intake

Subject	Title	Credit Points
First Term of Study		
LANG 0003	Academic English (WSTC Prep)	10
COMM 0015	Communication Practices (WSTC Prep)	10
COMM 1021	Media Cultures and Industries (WSTC)	10
Second Term of Study		
MKTG 1002	Advertising: An Introduction (WSTC)	10
COMM 1040	Introduction to Screen Media (WSTC)	10
COMM 1033	Writing Ecologies (WSTC)	10
Third Term of Study		
COMM 1011	Data, Mediation and Power (WSTC)	10
COMM 1019	Introduction to Journalism (WSTC)	10
MKTG 1010	Public Relations Theory and Practice (WSTC)	10
DESN 1019	Visual Storytelling (WSTC)	10

Full-time term 2 intake

Subject	Title	Credit Points
First Term of Study		
LANG 0003	Academic English (WSTC Prep)	10
COMM 0015	Communication Practices (WSTC Prep)	10
COMM 1021	Media Cultures and Industries (WSTC)	10
Second Term of Study		
COMM 1011	Data, Mediation and Power (WSTC)	10
COMM 1019	Introduction to Journalism (WSTC)	10
MKTG 1010	Public Relations Theory and Practice (WSTC)	10
Third Term of Study		
MKTG 1002	Advertising: An Introduction (WSTC)	10
COMM 1040	Introduction to Screen Media (WSTC)	10
COMM 1033	Writing Ecologies (WSTC)	10
DESN 1019	Visual Storytelling (WSTC)	10

Exiting with Diploma in Communication

Students may exit at this point and graduate with the Diploma in Communication following a passing grade in all of the above subjects. Students who progress onto Year 2 may also be awarded the Diploma if they gain a passing grade in all of the above subjects.

- Students must pass all College Preparatory subjects before progressing to the Year 2 subjects.
- Students must pass at least 70 credit points of University level subjects in Year 1 before progressing to the Year 2 subjects.

Qualification for this award then requires the successful completion of a further 160 credit points as per the recommended sequence below.

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/ Each of the major sequences is also available as a minor.

Western Sydney University Subjects

For program advice during your second and subsequent years of study, please use the contact listed for the Bachelor of Communication (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-communication/>).

Full-time start-year intake - Penrith

Course	Title	Credit Points
Year 2		
Autumn session		
COMM 2024	Media Law and Ethics	10
Select two subjects from selected major		20
Select one elective, which may include		
COMM 2047	Pitch: Podcasting Essentials	10
Credit Points		40
Spring session		
COMM 2032	Professional Writing and Editing	10
Select two subjects from selected major		20
Select one elective, which may include		
COMM 2048	Communicating for Sustainability	10
Credit Points		40
Year 3		
Autumn session		
COMM 3008	Communication Research Project	10
Select two subjects from selected major		20
Select one elective		10
Credit Points		40
Spring session		
COMM 3022	Media Memory	10
Select two subjects from selected major		20
Select one elective, which may include		
COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile	10
Credit Points		40
Total Credit Points		160

Full-time start-year intake - Parramatta

Course	Title	Credit Points
Year 2		
Autumn session		
COMM 2024	Media Law and Ethics	10
Select two subjects from selected major		20
Select one elective, which may include		
COMM 2047	Pitch: Podcasting Essentials	10
Credit Points		40
Spring session		
COMM 2032	Professional Writing and Editing	10
Select two subjects from selected major		20
Select one elective, which may include		
COMM 2048	Communicating for Sustainability	10
Credit Points		40
Year 3		
Autumn session		
COMM 3008	Communication Research Project	10
Select two subjects from selected major		20
Select one elective, which may include		
COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile	10
Credit Points		40

Spring session

COMM 3022	Media Memory	10
Select two subjects from selected major		20
Select one elective, which may include		
COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile	10
Credit Points		40
Total Credit Points		160

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

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/>)

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.

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/>)