

# **Bachelor of Mass Communication (BMCM) - BMassCom**

CRICOS code (International applicants): 040075E

**This program is offer**

## **Career opportunities**

Our graduates are working in radio, television, online and print media, throughout Australia and overseas. They include news and specialist reporters, columnists, commentators, copywriters, producers, sub-editors, editors, newsreaders and presenters. Journalism skills are also valued in public relations, publishing, law, commerce and business – where experienced journalists have become media officers, publishers, editors, speechwriters for government officials, politicians and executives, and corporate communicators.

## **Public relations major**

Students gain the skills and knowledge to review communication policies within an organisation and develop and implement communication programs and strategies. This major will also equip students with skills required in the industry, such as issues management, specialist writing, how to create public awareness campaigns and how to improve public and media relations. Students will identify communication problems of organisations through appropriate research and strategic planning.

## **Career opportunities**

Most organisations recognise the importance of public relations to ensure the support of the public, media, government and their own staff. Opportunities exist in the areas of corporate public relations, consulting, government organisations, lobby groups, fund-raising, publicity and promotion, and community development. This program is accredited by the Public Relations Institute of Australia (PRIA).

## **Program aims**

This program aims to produce graduates who have a mastery of a range of communication industry skills, supported by extensive contextual studies in communication/media theory, and professional skills in preferred areas of journalism, public relations, media production (continuing students only), organisation and business communication (continuing students only) and creative multimedia.

The program allows specific emphasis on those skills of a mass communication nature that produce graduates who have:

- a general understanding and appreciation of the complexities of human thought, expression and behaviour in a variety of subject areas
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**Footnotes**

- \* To satisfy Faculty of Arts program policy, students will need to complete three units of the following: [CMS1000 Communication and Scholarship](#), [CSC1402 Foundation Computing](#), and , an alternative Faculty of Arts Level 1 course not subject to audition, quota restriction or other enrolment requirements. The course must be chosen from outside the student's major or minors.

The following are therefore acceptable core courses:

- [ANT1000 World Archaeology: An Introduction](#)
- [ANT1001 Introductory Anthropology](#)
- [CMS1010 Introduction to Communication Studies](#)
- [CMS2017 Australian Television](#)
- [EDC2200 Indigenous Perspectives](#)
- [ENL1000 Introduction to Literature](#)
- [ENL1001 Australian Stories](#)
- [HIS1000 World Civilisations to 1500 CE](#)
- [HIS1001 Introduction to Australian History](#)
- [IND1000 Indonesian 1A](#)
- [INR1000 International Relations in a Globalizing Era](#)
- [INR1001 Global Transitions and Human Security](#)
- [LAC1001 Language Survival Skills](#)
- [MUI2006 Introduction to Popular Music](#) EXT only
- [SOC1000 Approaches to the Social Sciences](#)
- [THE1001 Introduction to History and Theory of Drama 1](#)
- [VSA1001 Contemporary Art Practice 1.](#)

The course should be chosen from outside the student's majors or minor study.

**Required time limits**

Students have a maximum of 9 years to complete this program.

**Major studies**

A Major Study is a specified group of courses with a value of seven units. A major must have courses over three levels and contain at least two courses at third level.

Students are NOT to select more than two majors or a minor from Journalism, Creative Media and Public Relations. The minor study should be selected from other majors/minors offered by the School of Humanities and Communication. Elective courses may be taken from other major areas offered elsewhere in the university.

A minor study of four units or three elective courses may be taken from Courses outside the Faculty of Arts on the approv

to a successful interview during Orientation Week. NB Students who commence their studies in Semester 2 cannot take MEA courses without the permission of the Discipline Head, Leonie Jones.

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**Public Relations recommended enrolment pattern**

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