

Bachelor of Communication and Media (BCNM) - BCmn

QTAC code (Australian and New Zealand applicants): Toowoomba campus: 909881; Online: 909885;
Springfield campus: 929881

CRICOS code (International applicants): 093872D

	On-campus	Online
Start:	Semester 1 (February) Semester 2 (July)	Semester 1 (February) Semester 2 (July) Semester 3 (November)
Campus:	Springfield, Toowoomba	-
Fees:	Commonwealth supported place Domestic full fee paying place International full fee paying place	Commonwealth supported place Domestic full fee paying place International full fee paying place
Standard duration:	3 years full-time, 6 years part-time	

Notes:

In 2023 the program follows the Semester calendar. The [Academic Calendar and Important Dates](#) webpage will allow you to view and download a copy of the important dates for the Semester calendar.

Contact us

Future Australian and New Zealand students	Future International students	Current students
Ask a question Freecall (within Australia): 1800 269 500 Phone (from outside Australia): +61 7 4631 5315 Email: study@usq.edu.au	Ask a question Phone: +61 7 4631 5543 Email: international@usq.edu.au	Ask a question Freecall (within Australia): 1800 007 252 Phone (from outside Australia): +61 7 4631 2285 Email: usq.support@usq.edu.au

Program aims

This program produces graduates with a versatile range of contemporary communication skills that can be immediately applied in your career. A diverse set of majors is available that applies digital technology skillsets highly sought after by industry. Study areas are available in advertising, digital media, documentary production, journalism, public relations, marketing, professional photography and software application development. Subject to prerequisite requirements, you may also widen your employment opportunities by choosing a secondary major (or minor/s) from outside the program. In your final year, you will be required to undertake authentic learning in a workplace or community project with an option of a work placement or internship.

Program objectives

On successful completion of the program students should be able to:

- Communicate with high degree of clarity and coherence focusing on specific recipients using professional or technical language;
- Identify and evaluate the communication processes in a range of industry settings using oral, written, and digital channels;
- Solve problems using critical and reflective approaches informed by communication theory, ethical and social responsibilities;
- Select and apply industry relevant communication practices in authentic settings that are collaborative, innovative, and future-focused;

- Value cultural awareness and diversity and advocate within teams, communities, and workplace settings;
- Critically examine and describe the theoretical issues, problems and methodologies used within the communication professions.

Australian Qualifications Framework

The Australian Qualifications Framework (AQF) is a single national, comprehensive system of qualifications offered by higher education institutions (including universities), vocational education and training institutions and secondary schools. Each AQF qualification has a set of descriptors which define the type and complexity of knowledge, skills and application of knowledge and skills that a graduate who has been awarded that qualification has attained, and the typical volume of learning associated with that qualification type.

This program is at AQF Qualification Level 07. Graduates at this level will have broad and coherent knowledge and skills for professional work and/or further learning.

The full set of levels criteria and qualification type descriptors can be found by visiting www.aqf.edu.au.

Program Information Set

View UniSQ's admission criteria, student profiles and a summary of all offers made under [Course Admission Information Set](#) via the QTAC website.

Admission requirements

To be eligible for admission, applicants must satisfy the following requirements:

- Have achieved a minimum Australian Tertiary Admission Rank (ATAR) of **65**, or equivalent qualification.[^]
- English Language Proficiency requirements for Category 2.

Applicants are advised to also address the following:

- [Assumed knowledge](#) expectations: English (Units 3 & 4, C).

All students are required to satisfy the applicable [English language requirements](#).

If students do not meet the English language requirements they may apply to study a University-approved [English language program](#). On successful completion of the English language program, students may be admitted to an award program.

[^] These are determined by the University for specific programs each Semester. The 2023 ATAR and tertiary entrance ranks are based on agreed QTAC schedules which assess formal study at Year 12 or [equivalent level](#), tertiary, preparatory, professional or vocational qualifications or work experience, as detailed in the QTAC Assessment of Qualifications Manual and QTAC Assessor Guidelines.

Adjustment factors may help you get into the program of your choice by increasing your entrance rank. The additional points don't apply to all applicants or all programs. Please read the information about UniSQ's [Adjustment Factors](#) carefully to find out what you may be eligible for.

Program fees

Commonwealth supported place

A Commonwealth supported place is where the Australian Government makes a contribution towards the cost of a students' higher education and students pay a [student contribution amount](#), which varies depending on the courses undertaken. Students are able to calculate the fees for a particular course via the [Course Fee Schedules](#).

Commonwealth Supported students may be eligible to defer their fees through a Government loan called [HECS-HELP](#).

Domestic full fee paying place

Domestic full fee paying places are funded entirely through the full fees paid by the student. Full fees vary depending on the courses that are taken. Students are able to calculate the fees for a particular course via the [Course Fee Schedule](#)

Domestic full fee paying students may be eligible to defer their fees through a Government loan called [FEE-HELP](#) provided they meet the residency and citizenship requirements.

Australian citizens, Permanent Humanitarian Visa holders, Permanent Resident visa holders and New Zealand citizens who will be resident outside Australia for the duration of their program pay full tuition fees and are not eligible for [FEE-Help](#).

International full fee paying place

International students pay full fees. Full fees vary depending on the courses that are taken and whether they are studied on-campus, external or online. Students are able to calculate the fees for a particular course via the [Course Fee Schedules](#).

Program structure

The Bachelor of Communication and Media is comprised of 24 single-unit courses as indicated in the table below. Students are required to complete a minimum of four (4) Level 3 courses as part of this program.

Foundation Year

It is recommended that students take one (1) SEED course in each of their first two (2) semesters of study. SEED electives work with first-year core courses to create a foundation year. By exploring the contributions different disciplines make to problem-solving, students will be able to make more informed study choices in program design and their emergent career journeys.

Second major, minor and/or elective courses from other UniSQ undergraduate programs:

Students may select a second major, minor and/or elective courses from other UniSQ undergraduate programs as listed in the program structure options below. These have been established in collaboration with other schools to add value and align with career outcomes in priority areas. Students are encouraged to consider the recommended combinations in selecting second majors, minors, and/or electives. Alternatively, students may select a second major, minor, and/or electives from UniSQ undergraduate programs not listed below, subject to meeting prerequisite requirements. Typically students tend to consider a second major, minor or elective courses from the [Bachelor of Business](#), [Bachelor of Arts](#), [Bachelor of Information Technology](#) or [Bachelor of Science](#) or [Bachelor of Science \(Psychology\)](#).

Area of study	Number of units
OPTION 1	
Core Courses	4 units
2 x 8 unit majors from the following:	16 units
<ul style="list-style-type: none"> • Advertising • Digital Media • Documentary Production • Journalism • Marketing • Professional Photography • Public Relations • Software Application Development 	
AND one (1) of the following:	

1 x 4 unit minor (from the recommended Minor Studies) OR 4 units of elective courses, inclusive of SEED elective courses	4 units
TOTAL	24 units
OPTION 2	
Core Courses	4 units
1 x 8 unit major from the following: <ul style="list-style-type: none"> • Advertising • Digital Media • Documentary Production • Journalism • Marketing • Professional Photography • Public Relations • Software Application Development 	8 units
AND one (1) of the following combinations:	
Combination 1 A second 8 unit major from across the University, subject to pre-requisites (see suggested complementary majors under each major in the Recommended Enrolment Pattern) AND 1 x 4 unit minor (from the recommended Minor Studies) OR 4 units of elective courses, inclusive of SEED elective courses OR	12 units
Combination 2 2 x 4 unit minors (from the recommended Minor Studies) AND 4 units of elective courses, inclusive of SEED elective courses	
TOTAL	24 units

Required time limits

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

Core courses

All students must take the core courses:

- [CMS1000 Communication and Scholarship](#) (final offer Semester 1, 2023) OR [HAC1000 The Skilful Communicator[£]](#) (first offer Semester 2, 2023 and must be taken in first year of study).
- [HAC1001 The Professional Self: Building Career Identity](#) (must be taken in first year of study)
- HAC2000 Digital Worlds: Human Future (first offer Trimester 1, 2024)
- HAC3001 The Emerging Professional (first offer Trimester 2, 2024)

£ In Semester 3, 2023 this course will be delivered as a Transition (9 week) semester, commencing on 13 November 2023 and concluding on 12 January 2024

The recommended pattern is below for enrolment in core courses by full-time on-campus students:

Year	Semester of offer	Course
1	1, 2 or 3	CMS1000 Communication and Scholarship OR HAC1000 The Skilful Communicator [£]
1	2	HAC1001 The Professional Self: Building Career Identity
1	1, 3	HAC2000 Digital Worlds: Human Future
1	2	HAC3001 The Emerging Professional

Footnotes

£ In Semester 3, 2023 this course will be delivered as a Transition (9 week) semester, commencing on 13 November 2023 and concluding on 12 January 2024

This pattern should only be varied with the permission of the [Bachelor of Communication and Media](#) Program Director or approved delegate.

Major studies

8-unit majors (see [Recommended Enrolment Patterns](#) for further details):

- Advertising
- Digital Media
- Documentary Production
- Journalism
- Marketing
- Professional Photography
- Public Relations
- Software Application Development

Majors from outside the program

Students may select one major from the list above and a second major from another UniSQ undergraduate program subject to meeting prerequisite requirements and with the approval of the Program Director.

Advertising (8-unit major)

Advertising is an essential part of commercial and not-for-profit organisations throughout the world, and is a key tool used to grow businesses and communicate to audiences. Students in Advertising learn how to create concepts, understand audiences and pitch effective messages, and implement advertising campaigns across a range of media. Plan your future career: Depending on your career aspirations, you could combine your Advertising major with a major in Digital Media, Journalism, Marketing, Professional Photography, Public Relations, Software Application Development or another major from the majors list.

Course	Semester of offer Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus	Enrolment Requirements	Notes
ADV1001 Introduction to Advertising	1	1			
ADV1002 Advertising as Engagement	2	2			
ADV2000 Advertising, Regulation and Ethics	1				

ADV2001 Advertising as Communication	1	1		Pre-requisite or Co-requisite: ADV1001	Semester 1 Toowoomba offer not available in 2023.
ADV2002 Advertising: Copywriting and Concept Design	2	2			
ADV2004 Advertising Industry Perspectives	2				
ADV3000 Advertising Campaign Planning and Management	1	1			Semester 1 Toowoomba offer not available in 2023.
ADV3001 Advertising Pitching and Project	2	2			Semester 2 Toowoomba and Online offer not available in 2023.

Digital Media (8-unit major)

Digital Media is a dynamic and fast-paced specialism, and students in this major explore topics such as graphic design and digital art practice, create in the modelling studio, and learn about motion design and design science. Plan your future career: Depending on your career aspirations, you could combine your Digital Media major with a major in Advertising, Documentary Production, Journalism, Marketing, Professional Photography, Public Relations, Software Application Development, or another major from the majors list.

Course	Semester of offer Online/External	Semester of offer Toowoomba campus	Semester of offer Springfield campus	Enrolment Requirements	Notes
DIT1001 Aesthetics for Interactive Systems	1		1		
FSP1004 Graphic Design and Digital Art Practice	1, 2	2	1,2	Enrolment is not permitted in FSP1004 if FTR1000 has been previously completed.	
DIT1004 3D Modelling Studio	2		2	Pre-requisite: FSP1004 Graphic Design and Digital Art Practice Enrolment is not permitted in DIT1004 if FTR2005 has been previously completed.	

DIT1005 Motion Design	2		2	Pre-requisite: FSP1004 Graphic Design and Digital Art Practice Enrolment is not permitted in DIT1005 if FTR2010 has been previously completed.	
DIT2002 3D Animation Practice	1		1	Pre-requisite: DIT1004 Enrolment is not permitted in DIT2002 if FTR2011 has been previously completed.	
DIT2004 Virtual and Augmented Worlds	2		2	Pre-requisite: DIT1004 and DIT1005	
DIT3000 Design Science and Information Systems	1		1	Pre-requisite: DIT2004	
DIT3001 Design Project	2		2	Pre-requisite: DIT3000	

Documentary Production (8-unit major)

The Documentary Production major is for students who want to develop professional skills in film direction and production. Plan your future career: Depending on your career aspirations, you could combine your Documentary Production major with a major in Digital Media, Journalism, Marketing, Professional Photography, or another major from the majors list.

Course	Semester of offer Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus	Enrolment Requirements	Notes
FSP1001 Location Production 1		1	1	Enrolment is not permitted in FSP1001 if FTR1005 has been previously completed.	
FSP1003 Editing Lab 1	1	1	1	Enrolment is not permitted in FSP1003 if FTR1004 has been previously completed.	
FSP1004 Graphic Design and Digital Art Practice	1,2	2	1,2	Enrolment is not permitted in FSP1004 if FTR1000 has been previously completed.	
FSP2001 Documentary and Reality TV		1	1	Pre-requisite: FSP1002 Enrolment is not permitted in FSP2001 if FTR2006 has been previously completed.	

FSP2005 Cinematic Language	2	2	2	Enrolment is not permitted in FSP2005 if FTR1003 has been previously completed.	
FSP3001 Film Project 1	1	1	1	Enrolment is not permitted in FSP3001 if FTR3021 has been previously completed.	
FSP3002 Film Project 2	2	2	2	Pre-requisite: FSP3001	
FSP3004 Interactive Documentary		2	2	Enrolment is not permitted in FSP3004 if FTR3007 has been previously completed.	

Journalism (8-unit major)

In a world driven by media, journalists play an increasingly important role in informing communities about global affairs, politics and government, crime and policing, business and finance, trade and economics, as well as education, health, entertainment, and culture. Journalism is also often called ‘the front line of history’ because journalists write stories about the world around them and these become part of the historical record. Plan your future career: Depending on your career aspirations, you could combine your Journalism major with Advertising, Digital Media, Documentary Production, Marketing, Professional Photography, Public Relations, Software Application Development, or another major from the majors list.

Course	Semester of offer Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus	Enrolment Requirements	Notes
JRN1010 Analysing News and Media[£]	1,3	1	1		Students who have successfully completed JRN2010 should not enrol in JRN1010 .
JRN1020 The Journalist's Toolkit	1,2	1			Students who have completed JRN1000 should not enrol in JRN1020 . Semester 1 Springfield offer not available in 2023.
JRN1030 Reporting the News	2	2		Pre-requisite or Co-requisite: JRN1000 or JRN1020	
JRN2100 Digital Storytelling in Journalism	1			Pre-requisite: JRN1030	Semester 1 Toowoomba and Springfield offer not available in 2023.
JRN2009 Feature Writing	1			Pre-requisite: JRN1030	Students who have successfully completed JRN3003 should not enrol in JRN2009 .

JRN2200 News Design and Analytics	2			Pre-requisite: JRN2100	Enrolment is not permitted in JRN2200 if JRN2001 has been successfully completed. Semester 2 Toowoomba and Springfield offer not available in 2023.
JRN3100 Media Law and Ethics	1			Enrolment is not permitted in JRN3100 if JRN2006 has been previously completed	Students who have successfully completed JRN3006 or JRN2006 should not enrol in JRN3100.
JRN3200 Investigative Journalism	2			Pre-requisite: JRN2003 or JRN3003	

Footnotes

£ In Semester 3, 2023 this course will be delivered as a Transition (9 week) semester, commencing on 13 November 2023 and concluding on 12 January 2024

Marketing (8-unit major)

Marketing encompasses the steps taken to position your goods and services into the hands of potential customers. It can focus the energy and resources of an organisation to their best potential for maximum gain in the marketplace. Plan your future career: Depending on your career aspirations, you could combine your Marketing major with Advertising, Digital Media, Documentary Production, Journalism, Professional Photography, Public Relations, Software Application Development, or another major from the majors list.

Course	Semester of offer Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus	Enrolment Requirements	Notes
MKT1001 Marketing Fundamentals				Enrolment is not permitted in MKT1001 if MKT1100 has been previously completed (excluding BBIZ 19398 Marketing major students)	
MKT1002 Consumer Psychology ^{#!}					
MKT2015 Creating Marketing Value				Enrolment is not permitted in MKT2015 if MKT2012 has been previously completed.	
MKT2001 Marketing Communications					
MKT2014 Global Marketing [^]				Enrolment is not permitted in MKT2014 if MKT2002 has been previously completed.	

MKT3100 Digital Marketing and Social Media				Enrolment is not permitted in MKT3100 if MKT2014 has been previously completed.	
MKT3001 Marketing Intelligence				Pre-requisite: MKT1001	
MKT3007 Marketing Strategy				Pre-requisite: MKT1001	

Footnotes

- # Course is offered from Semester 2, 2023 onwards.
! From Semester 2 2023, MKT1002 Consumer Behaviour will become MKT1002 Consumer Psychology.
^ Students who have completed MKT2002 Global Marketing but not MKT2004 Marketing Channels must enrol in either [MKT2015 Creating Marketing Value](#) or [MKT3100 Digital Marketing and Social Media](#). Students who have successfully completed MKT2004 Marketing Channels but not MKT2002 Global Marketing must enrol in either [MKT2015 Creating Marketing Value](#) or [MKT3100 Digital Marketing and Social Media](#).

Professional Photography (8-unit major)

Photography allows us to capture the world around us, with images used to instigate thought, create conversation and evoke emotion. Plan your future career: Depending on your career aspirations, you could combine your Professional Photography major with Advertising, Digital Media, Documentary Production, Journalism, Marketing, Public Relations, or another major from the majors list.

Course	Semester of offer Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus	Enrolment Requirements	Notes
PHT1000 Foundations of Photography 1	1				
PHT1001 Foundations of Photography 2	2			Pre-requisite: PHT1000	
PHT2000 Professional Photographic Genres and Styles	1			Pre-requisite: PHT1001	
PHT2002 Advanced Digital Imaging and Adaptation	2			Pre-requisite: PHT1001	
PHT2001 Photographic Studio and Fieldwork	1			Pre-requisite: PHT1001	
PHT3000 Photographic Concept and Design	1			Pre-requisite: PHT2002	

PHT3001 Advanced DSLR Skills	1			Pre-requisite: PHT2001	
PHT3002 Business of Photography	2			Pre-requisite: PHT2001	

Public Relations (8-unit major)

Public relations practitioners work in fast-paced, dynamic environments within corporate, not-for-profit and government organisations using a range of skills such as written and verbal communications, strategic planning, research and stakeholder engagement practices. Plan your future career: Depending on your career aspirations, you could combine your Public Relations major with Advertising, Digital Media, Journalism, Marketing, Professional Photography, or another major from the majors list.

Course	Semester of offer Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus	Enrolment Requirements	Notes
PRL1002 The PR Playbook: Practice and Tools	1	1	1		
PRL1006 Crafting PR Content	1	1	1		Semester 1 Springfield offer not available in 2023.
PRL1005 Digital Networks for PR	2	2	2		
PRL2002 Community Consultation and Engagement	1	1			Semester 1 Toowoomba offer not available in 2023.
PRL2006 Event Planning and Delivery	2	2			
PRL2012 PR Research and Analytics	2			Students who have completed PRL3012 are not permitted to enrol in PRL2012 .	
PRL3005 Reputation, Issues and Crisis	1				
PRL3001 Effective PR Campaigns	2			Pre-requisite: PRL2012 or PRL3012.	

Software Application Development (8-unit major)

The Software Application Development major allows you to explore web technology, techniques and database systems. Plan your future career: Depending on your career aspirations, you could combine your Software

Application Development major with Advertising, Digital Media, Journalism, Marketing, or another major from the majors list.

Course	Semester of offer Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus	Enrolment Requirements	Notes
CSC1401 Foundation Programming[‡]	1,2,3	1,2,3	1,2		
CSC1030 Systems and Data Management Fundamentals	1,2	1,2	1,2		
CSC1420 Programming 2: Algorithms and Structures[*]	1	1			
CSC1410 Software Engineering Foundations	2	2	2	Pre-requisite: CSC1401	
Select two (2) of the following courses:					
CSC2406 Web Technology 1	2	2	2	Pre-requisite: CSC1401 or Students must be enrolled in one of the following Programs: UCCC or GDTI or GCEN or METC or MCOT or MCTE or MCOP or MPIT or MCTN or BSED	
CSC2402 Object-Oriented Programming in C++	1	1		Pre-requisite: CSC1401 or Students must be enrolled in one of the following Programs: GDTI or GCSC or GCEN or METC or MCOT or MCTE or MCOP or MPIT or MCTN	
CSC2460 Database Systems[*]	1	1			
Select two (2) of the following courses:					

CSC3403 Comparative Programming Languages	1	1		Pre-req: CSC2408 ; and Pre-req or Co-req: CSC2402 ; or Students must be enrolled in one of the following Programs: GDTI or GCSC or GCEN or METC or MCOT or MCTE or MCOP or MPIT Enrolment is not permitted in CSC3403 if CIS3001 has been previously completed	
CSC3430 Systems Servers and DevOps[^]	2	2			
CSC3480 Web Technology 2: Full Stack[^]	2	2			

Footnotes

- £ In Semester 3, 2023 this course will be delivered as a Transition (9 week) semester, commencing on 13 November 2023 and concluding on 12 January 2024
- * First offer in 2024 academic year
- [^] First offer in 2025 academic year

Minor Studies

Students may take one minor from those listed below or listed in the [Minor studies](#). Students should take courses to the value of at least four units in the selected Minor Study. Choice of a minor will depend on the availability of the subject area, timetabling constraints, quotas and other restrictions such as auditions and interviews in certain areas of the Arts, as well as the approval of the Program Director.

3D Asset Design

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
FSP1004 Graphic Design and Digital Art Practice	S2, S2	S1, S1, S2, S2			S1, S2	Enrolment is not permitted in FSP1004 if FTR1000 has been previously completed.
DIT1004 3D Modelling Studio		S2, S2			S2	Pre-requisite: FSP1004 Enrolment is not permitted in DIT1004 if FTR2005 has been previously completed.
DIT2002 3D Animation Practice		S1, S1			S1	Pre-requisite: DIT1004 Enrolment is not permitted in DIT2002 if FTR2011 has been previously completed.
DIT2003 Digital Sculpting and 3D Workflows		S1, S1			S1	Pre-requisite: DIT1004

Advertising: Creative Practice

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
ADV1001 Introduction to Advertising	S1, S1				S1	
ADV2002 Advertising: Copywriting and Concept Design	S2, S2				S2	
ADV2001 Advertising as Communication *	S1				S1	Pre-requisite or Co-requisite: ADV1001

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
ADV3001 Advertising Pitching and Project [#]						

Footnotes

* Semester 1 Toowoomba oncampus offer not available in 2023.

Semester 1 Toowoomba oncampus and Online offer not available in 2023.

Advertising: Management and Distribution

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
ADV1002 Advertising as Engagement	S2, S2				S2	
ADV2000 Advertising, Regulation and Ethics					S1	
ADV2004 Advertising Industry Perspectives					S2	
ADV3000 Advertising Campaign Planning and Management [*]	S1				S1	

Footnotes

* Semester 1 Toowoomba oncampus offer not available in 2023.

Animation

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
FSP1004 Graphic Design and Digital Art Practice	S2, S2	S1, S1, S2, S2			S1, S2	Enrolment is not permitted in FSP1004 if FTR1000 has been previously completed.
DIT1004 3D Modelling Studio		S2, S2			S2	Pre-requisite: FSP1004 Enrolment is not permitted in DIT1004 if FTR2005 has been previously completed.
DIT1005 Motion Design		S2, S2			S2	Pre-requisite: FSP1004 Enrolment is not permitted in DIT1005 if FTR2010 has been previously completed.
DIT2002 3D Animation Practice		S1, S1			S1	Pre-requisite: DIT1004 Enrolment is not permitted in DIT2002 if FTR2011 has been previously completed.

Business Economics

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
Select four of the following courses:						
ECO3020 Behavioural Economics					S1	Pre-requisite: ECO1000 or ECO1002
ECO3030 Sustainable Economies					S2	
FIN1103 Financial Markets	S2, S2	S2, S2			S2	
ECO2000 The Macro-economy and Business					S2	

Climatology

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
CLI1110 Weather and Climate	S1, S1				S1	
CLI2201 Climate Change and Variability					S2	
CLI3301 Climate and Environment Risk Assessment					S1	

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
CLI3302 Adaptation to Climate Change					S2	

Communication Studies

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
CMS1010 Introduction to Communication Studies					S1	
CMS2008 Subjectivities, the Self and Communication					S2	
CMS2009 Celebrity and Society					S2	
CMS3008 Communication and Media Industries					S2	

Community Welfare and Development

Students cannot study both [HMT2000](#) and [CDS2000](#) within the one degree.

Course	On-campus			External EXT	Online ONL	Residential school	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)				
HSW1500 Collective Action and Community Development [£]	S1, S1		S1, S1		S1, TS3		Enrolment is not permitted in HSW1500 if CDS1000 has been previously completed.
And three of the following:							
CDS1001 Human Relations and Communications				S1		R	
CDS2000 Ethical Issues and Human Rights in the Human Services			S1		S1		
HSW1000 Foundations of the Human Services Disciplines			S2, S2		S2		
PRL2002 Community Consultation and Engagement					S1		

Footnotes

£ In Semester 3, 2023 this course will be delivered as a Transition (9 week) semester, commencing on 13 November 2023 and concluding on 12 January 2024

Creative Writing

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
CWR1001 Writing Good Prose	S1, S1				S1, TS3	
CWR1002 Writing about People	S2, S2				S2	
CWR2001 Fairy Tales and Other Forms	S1, S1				S1	Pre-requisite: CWR1001 and (CWR1002 or CWR1003)
CWR2002 Writing About Nature					S2	Pre-requisite: CWR1001 and (CWR1002 or CWR1003)

Criminology and Criminal Justice

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
CRI1111 Criminology	S1, S1, S2, S2		S1, S1, S2, S2		S1, S2	Enrolment is not permitted in CRI1111 if LAW3471 has been previously completed.
CRI1121 Crime and Justice	S2, S2	S2, S2			S2	

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
Choose two (2) of the following:						
CRI2221 Understanding the Social Sciences					S2	
CRI2212 Police and Society					S1	
CRI2222 Victimology in Context	S2, S2				S2	
LAW3479 Family Violence and Child Protection Law	IT2, IT2				IT2	Pre-requisite: LAW1111 or CMS1000 or HAC1000

Footnotes

Semester 1 & Semester 2 Springfield oncampus offers not available in 2023.

Data Analytics

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
CSC2410 Computational Thinking with Python	S2, S2	S2, S2			S2	
CSC3501 Principles of Data Science and Visualisation	S2, S2	S2, S2			S2	Pre-requisite: STA3200
CSC3502 Principles of Big Data Management	S2, S2	S2, S2			S2	Pre-requisite: CSC3400
STA3200 Multivariate Statistical Methods					S1	Pre-requisite: STA2300 or STA1003 Enrolment is not permitted in STA3200 if STA8005 or STA6100 have been previously completed

Digital Content Creation

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
JRN1020 The Journalist's Toolkit[±]	S1, S1	S1			S1, S2	
JRN2100 Digital Storytelling in Journalism[±]	S1	S1			S1	Pre-requisite: JRN1030
JRN2009 Feature Writing					S1	Pre-requisite: JRN1030
JRN2200 News Design and Analytics					S2	Pre-requisite: JRN2100 Enrolment is not permitted in JRN2200 if JRN2001 has been previously completed

Footnotes

[±] Semester 1 Springfield oncampus offer not available in 2023.

Digital Media Management

Currently unavailable - available in 2024

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
MSD1502 Australian Media Industries						
MSD2000 Digital Media Fundamentals						
MSD3000 Digital Media Analytics						
MSD3002 Managing Digital Media						

Footnotes

Semester 2 Online offer not available in 2023.

English Literature

Students should select four courses from the following, subject to pre-requisite requirements:

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
ENL1000 Introduction to Literature £	S1, S1	S1, S1			S1, TS3	
ENL1002 Contemporary Fiction	S2, S2	S2, S2			S2	
Students select two (2) of the following:						
ENL2006 Literature for Young Adults	S1, S1	S1, S1			S1	
ENL2011 Australian Literature		S1, S1			S1	Pre-requisite: ENL1000 Enrolment is not permitted in ENL2011 if ENL1001 has been previously completed
ENL2010 Fantastic Fiction: From Gothic to Speculative Literature					S2	Enrolment is not permitted in ENL2010 if ENL2004 and/or ENL2007 have been completed.
ENL3009 Shakespeare and Early Modern Literature	S2, S2	S2, S2			S2	Enrolment is not permitted in ENL3009 if ENL2005 has been previously completed

Footnotes

£ In Semester 3, 2023 this course will be delivered as a Transition (9 week) semester, commencing on 13 November 2023 and concluding on 12 January 2024

Film Production

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
FSP1003 Editing Lab 1	S1, S1	S1, S1			S1	Enrolment is not permitted in FSP1003 if FTR1004 has been previously completed.
FSP1005 Production Management					S2	Enrolment is not permitted in FSP1005 if FTR1007 has been previously completed.
FSP2004 Scriptwriting					S1	Enrolment is not permitted in FSP2004 if FTR1006 has been previously completed.
FSP2005 Cinematic Language	S2, S2	S2, S2			S2	Enrolment is not permitted in FSP2005 if FTR1003 has been previously completed.

First Nations Australia

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
FNA1001 First Nations Philosophy and Perspectives	S1, S1	S2, S2			S1, S2	
FNA1003 Australian Politics and the First Nations' Experience	S2, S2				S2	
FNA2003 First Nations Current Issues and Debates	S2, S2				S2	
FNA3002 First Nation Advocacy and Allies	S2, S2				S2	Pre-requisite: Students must have completed 16 courses in their program

Futures Thinking

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
FUT1001 Introduction to Foresight and Futures Thinking					S1, S2	
FUT1003 Systems Thinking for Future Enterprises and Society					S2	

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
FUT2001 Foresight in Action [§]						
FUT2002 Design Thinking: Futuring and Change [§]						

Footnotes

Semester 1 Online offer not available in 2023.

§ Semester 2 & Semester 3 Online offer not available in 2023.

History

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
HIS1005 Introduction to Australian History					S2	Enrolment is not permitted in HIS1005 if HIS1001 and HIS2000 have been previously completed
HIS1004 Global History, 1500-1900	S2, S2	S2, S2			S2	Enrolment is not permitted in HIS1004 if HIS2103 has been previously completed
HIS2001 Sovereignty, Equality and Racism in Australia's Past	S1, S1	S1, S1			S1	Pre-requisite: HIS1004 or HIS1005 or ISE1001 or ISE1003 or ANT3000 and one other History or Indigenous Studies or First Nations Australia or Anthropology course
HIS2007 Private Lives, Public Histories [†]					S2	Pre-requisite: One unit of History

Footnotes

† This course is offered in even-numbered years only.

Immersive Technologies

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
FSP1004 Graphic Design and Digital Art Practice	S2, S2	S1, S1, S2, S2			S1, S2	Enrolment is not permitted in FSP1004 if FTR1000 has been previously completed.
DIT1004 3D Modelling Studio		S2, S2			S2	Pre-requisite: FSP1004 Enrolment is not permitted in DIT1004 if FTR2005 has been previously completed.
DIT1005 Motion Design		S2, S2			S2	Pre-requisite: FSP1004 Enrolment is not permitted in DIT1005 if FTR2010 has been previously completed.
DIT2004 Virtual and Augmented Worlds		S2, S2		S2		Pre-requisite: DIT1004 and DIT1005

Information Systems Development Advanced minor

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
CIS2000 Systems Analysis and Design	S1, S1				S1, S2	
CIS3002 Agile Methods	S1, S1	S1, S1			S1, S2	Pre-requisite: CIS2000
CSC3400 Database Systems	S1, S1	S1, S1			S1, TS3	Pre-requisite: CSC1401 or CIS1000 Enrolment is not permitted in CSC3400 if CIS2002 has been previously completed.
CSC3502 Principles of Big Data Management	S2, S2	S2, S2			S2	Pre-requisite: CSC3400

Information Systems Management

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
CIS2005 Principles of Information Security					S1, S2	
CIS3008 Information Technology Service Management					S1	Pre-requisite: CIS2005
CIS3009 Enterprise Systems in Practice					S2	
Fourth course to be advised. For further information, please contact the Faculty at usq.support@usq.edu.au						

International Relations

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
INR1000 Introduction to International Relations[£]	S1, S1				S1, TS3	
INR2000 Global Foreign Policy	S1, S1				S1	
INR2003 Strategic Studies	S1, S1				S1	
INR2001 Australian Foreign Relations	S2				S2	

Footnotes

£ In Semester 3, 2023 this course will be delivered as a Transition (9 week) semester, commencing on 13 November 2023 and concluding on 12 January 2024
Semester 2 Toowoomba oncampus offer not available in 2023.

Journalism

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
JRN1020 The Journalist's Toolkit[^]	S1, S1	S1			S1, S2	
JRN1030 Reporting the News	S2, S2				S2	Pre-requisite or Co-requisite: JRN1000 or JRN1020
JRN2009 Feature Writing[#]					S1	Pre-requisite: JRN1030
JRN3100 Media Law and Ethics^{*†¶}					S1	Enrolment is not permitted in JRN3100 if JRN2006 has been previously completed

Footnotes

[^] Formerly JRN1000: Students who have completed JRN1000 should not enrol in JRN1020.
[#] Formerly JRN3003. Students who have successfully completed JRN3003 should not enrol in JRN2009.
^{*} This course is compulsory.
^{†¶} Students who have successfully completed JRN3006 should not enrol in JRN3100.

Media Cultures

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
MSD1000 Understanding Media					S1	Enrolment is not permitted in MSD1000 if CMS1012 has been previously completed.
MSD2500 Reading Film: Hollywood					S1	Enrolment is not permitted in MSD2500 if CMS2019 has been previously completed.
MSD2550 Television and Streaming Platforms					S2	Enrolment is not permitted in MSD2550 if CMS2017 has been previously completed.
MSD3502						

Politics

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
POL1001 Democracy and Power in Australia	S1, S1				S1, S2	Enrolment is not permitted in POL1001 if POL1000 has been previously completed
POL2002 The Political Economy of New and Emerging Technologies					S2	Pre-requisite: Students must have completed two courses in their program
POL3000 Public Policy						
POL3001 The Politics of Fake News and Extremism						

Practical Ethics

Currently unavailable - available in 2024

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
ETH1000 Introduction to Ethical Decision-Making						
ETH2000 Ethics in Everyday Life						
ETH2002 Ethics and the Environment						
ETH3000 Ethics and the Body[±]						

Footnotes

Semester 2 Toowoomba oncampus and Online offers are not available in 2023.

± Semester 3 Online offer is not available in 2023.

Professional Photography

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
PHT1000 Foundations of Photography 1					S1	
PHT1001 Foundations of Photography 2					S2	Pre-requisite: PHT1000
PHT2002 Advanced Digital Imaging and Adaptation					S2	Pre-requisite: PHT1001
Select one (1) one of the following:						
PHT2000 Professional Photographic Genres and Styles					S1	Pre-requisite: PHT1001
PHT2001 Photographic Studio and Fieldwork					S1	Pre-requisite: PHT1001

Promotions and Publicity

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
PRL1002 The PR Playbook: Practice and Tools	S1, S1	S1, S1			S1	
PRL1005 Digital Networks for PR	S2, S2	S2, S2			S2	
PRL2006 Event Planning and Delivery	S2, S2				S2	
Select one (1) of the following:						
PRL1006 Crafting PR Content	S1, S1				S1	
PRL2002 Community Consultation and Engagement					S1	

Psychology

This minor is intended for students wishing to gain a broad perspective of the field of Psychology.

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
PSY1010 Foundation Psychology A	S1, S1		S1, S1		S1, S3	
PSY1020 Foundation Psychology B	S2, S2		S2, S2		S1, S2	
and at least two of the following:						
PSY1030 Cross-Cultural and Indigenous Psychology	S2, S2		S2, S2		S2, S3	
PSY2010 Social Processes of Behaviour	S1, S1		S1, S1		S1	Pre-requisite: PSY1010
PSY2020 Motivation and Emotion	S1, S1		S1, S1		S1	Pre-requisite: PSY1010 and PSY1020
PSY2030 Developmental Psychology	S2, S2		S2, S2		S2	Pre-requisite: PSY1010
PSY2040 Human Information Processing	S2, S2		S2		S2	Pre-requisite: PSY1020 and (PSY2100 or STA2300 or STA1003)
PSY3030 Abnormal Psychology	S1		S1		S1	Pre-requisite: PSY1010
PSY3050 Counselling Psychology	S2		S2, S2		S2	Pre-requisite: PSY1010 or CDS3002
PSY3730 Industrial and Organisational Psychology					S1	Pre-requisite: PSY1010

Radio Production

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
TVR1002 Introduction to Radio Production		S1, S1			S1	Enrolment is not permitted in TVR1002 if FTR2002 has been previously completed.
TVR1003 Sound Design for Production		S2, S2			S2	
TVR2003 Introduction to AVID Video and Audio Editing		S1, S1				
TVR2005 Radio Outside Broadcast and Podcasting		S2, S2				

Reputation Management

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
PRL1002 The PR Playbook: Practice and Tools	S1, S1	S1, S1			S1	
PRL2002 Community Consultation and Engagement					S1	
PRL2012 PR Research and Analytics					S2	Students who have completed PRL3012 are not permitted to enrol in PRL2012 .
PRL3005 Reputation, Issues and Crisis					S1	

Screen Production

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
FSP1003 Editing Lab 1	S1, S1	S1, S1			S1	Enrolment is not permitted in FSP1003 if FTR1004 has been previously completed.
FSP1004 Graphic Design and Digital Art Practice	S2, S2	S1, S1, S2, S2			S1, S2	Enrolment is not permitted in FSP1004 if FTR1000 has been previously completed.
FSP2003 Post Production and VFX	S1, S1	S1, S1			S1	Pre-requisite: FSP1003 and FSP1004 Enrolment is not permitted in FSP2003 if FTR2010 has been previously completed.

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
FSP2005 Cinematic Language	S2, S2	S2, S2			S2	Enrolment is not permitted in FSP2005 if FTR1003 has been previously completed.

Social Justice and Entrepreneurship

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
SOC1000 Introduction to Social Justice	S1, S1				S1	
SOC1003 Identity, Inequality and Social Justice	S1, S1				S1	Enrolment is not permitted in SOC1003 if SOC2000 has been previously completed
SOC2004 Community Leadership					S1	
Select one (1) of the following :						
SOC1002 Building Social Capital: Love and Social Justice					S2	
SOC2003 Distributive Justice and Moral Politics					S2	
SOC2022 Theories of Power					S2	

Statistics

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
STA2301 Distribution Theory	S1, S1				S1	Pre-requisite: (STA2300 or STA1003 or equivalent) and (MAT1102 or ENM1600)
STA2302 Statistical Inference					S2	Pre-requisite: STA2301
STA3300 Experimental Design	S1, S1				S1	Pre-requisite: STA2300 or STA1003 or equivalent or approval of examiner
STA3301 Statistical Models					S2	Pre-requisite: STA3300 or approval of examiner or Students must have completed STA8170 or STA6200 and be enrolled in one of the following Programs: GCSC or GDSI or MSCN or MADS or MSCR or D PHD.

Television Production

Course	On-campus			External EXT	Online ONL	Enrolment requirements
	Toowoomba (ONC)	Springfield (ONC)	Ipswich (ONC)			
FSP1001 Location Production 1	S1, S1	S1, S1				Enrolment is not permitted in FSP1001 if FTR1005 has been previously completed.
TVR1001 Introduction to Television Studio Practice		S2, S2		S2		Enrolment is not permitted in TVR1001 if FTR2003 has been previously completed.
TVR2003 Introduction to AVID Video and Audio Editing		S1, S1				
TVR2004 Television Outside Broadcast		S2, S2				

Electives/Approved courses

Elective courses enable students to further increase their knowledge and widen their perspectives. Courses available for elective study are found in the Minor Studies section of this Handbook or in the SEED Electives list.

SEED Electives (Skills, Experience, Employability, Discovery)

It is recommended that students take ONE (1) SEED course in each of their first two (2) semesters of study. SEED electives work with first-year core courses to create a foundation year. By exploring the contributions different disciplines make to problem-solving, students will be able to make more informed study choices in program design and their emergent career journeys.

SEED (Skills, Experience, Employability, Discovery) Electives
HAC1003 Influencing Change: Creating Impact
HAC1004 Storytelling
HAC1005 Building Agency
HAC1006 Global Lives and Disruption

Practical experience

In many majors within this program, on-campus and external students will be required to work on practical, real world projects and in some cases, will be required to work in teams.

IT requirements

For information technology requirements please refer to the [minimum computing standards](#).

Exit points

Students may exit with the [DART Diploma of Arts](#) if they have completed 8 courses as follows:

- [CMS1000 Communication and Scholarship](#) (final offer Semester 1, 2023) OR [HAC1000 The Skilful Communicator](#)[£] (first offer Semester 2, 2023)
- 7 other courses from the Bachelor of Communication and Media.

£ In Semester 3, 2023 this course will be delivered as a Transition (9 week) semester, commencing on 13 November 2023 and concluding on 12 January 2024

Students may exit with the [DAPC Diploma of Professional Communication](#) if they have completed 8 courses as follows:

- [CMS1000 Communication and Scholarship](#) (final offer Semester 1, 2023) OR [HAC1000 The Skilful Communicator](#)[£] (first offer Semester 2, 2023)
- [HAC1001 The Professional Self: Building Career Identity](#)
- 6 other courses as specified by the [DAPC Diploma of Professional Communication](#) handbook.

£ In Semester 3, 2023 this course will be delivered as a Transition (9 week) semester, commencing on 13 November 2023 and concluding on 12 January 2024

Students may exit with the [DAPP Diploma of Professional Photography](#) if they have completed 8 courses as follows:

- [CMS1000 Communication and Scholarship](#) (final offer Semester 1, 2023) OR [HAC1000 The Skilful Communicator](#)[£] (first offer Semester 2, 2023)
- [HAC1001 The Professional Self: Building Career Identity](#)
- 6 other courses as specified by the [DAPP Diploma of Professional Photography](#) handbook.

£ In Semester 3, 2023 this course will be delivered as a Transition (9 week) semester, commencing on 13 November 2023 and concluding on 12 January 2024

Students may exit with the Associate Degree of Communication and Media if they have completed 16 courses as follows:

- 2 core units from the Bachelor of Communication and Media
- 14 other units.

Credit

Candidates for admission to the Bachelor of Communication and Media may be eligible for up to 16 units of credit on the basis of successful completion of relevant, equivalent undergraduate study from a recognised university or institution offering equivalent study. Credit approved in this program will not automatically apply to other programs offered by UniSQ.

Claims for credit for previous study should be submitted prior to or at the time of enrolment. Each claim will be assessed on individual merit in line with UniSQ policy.

Note: Where credit is granted, maximum and minimum duration will be adjusted in the same proportion as credit, for example, where eight units of credit is granted, maximum time will be six years and minimum time will be four semesters.

Enrolment

All students are urged to adhere to the recommended enrolment patterns as detailed in the next section of the Handbook. Completion of enrolment requirements must be satisfied for a student to be permitted to enrol in more advanced courses.

As a guide, full-time students should plan to undertake eight (8) courses per year and online students, who are in employment, a maximum of six (6) courses per year, with a minimum of four (4) courses per year. This is exclusive of any Semester 3 enrolments, which may be used to maintain progress within an enrolment pattern where required.

Courses are normally offered on-campus and online in the same semester. If a course is offered twice in one year, the second offering will normally be in an online mode of offer only.

Students wishing to enrol in more than 4 courses in any semester must first obtain permission from the university.

Advertising (8-unit major)

Advertising is an essential part of commercial and not-for-profit organisations throughout the world, and is a key tool used to grow businesses and communicate to audiences. Students in Advertising learn how to create concepts, understand audiences and pitch effective messages, and implement advertising campaigns across a range of media. Plan your future career: Depending on your career aspirations, you could combine your Advertising major with a major in Digital Media, Journalism, Marketing, Professional Photography, Public Relations, Software Application Development or another major from the majors list.

Course	Year of program and semester in which course is normally studied						Enrolment requirements	Comments
	On-campus (ONC)		External (EXT)		Online (ONL)			
	Year	Sem	Year	Sem	Year	Sem		
Students must complete the following:								
ADV1001 Introduction to Advertising	1	1			1	1		
ADV1002 Advertising as Engagement	1	2			1	2		
ADV2000 Advertising, Regulation and Ethics					2	1		
ADV2001 Advertising as Communication	2	1			2	1	Pre-requisite or Co-requisite: ADV1001	Semester 1 Toowoomba offer not available in 2023.
ADV2002 Advertising: Copywriting and Concept Design	2	2			2	2		
ADV2004 Advertising Industry Perspectives					2	2		
ADV3000 Advertising Campaign Planning and Management	3	1			3	1		Semester 1 Toowoomba offer not available in 2023.

Course	Year of program and semester in which course is normally studied						Enrolment requirements	Comments
	On-campus (ONC)		External (EXT)		Online (ONL)			
	Year	Sem	Year	Sem	Year	Sem		
ADV3001 Advertising Pitching and Project	3	2			3	2		Semester 2 Toowoomba and On line offer not available in 2023.

Digital Media (8-unit major)

Digital Media is a dynamic and fast-paced specialism, and students in this major explore topics such as graphic design and digital art practice, create in the modelling studio, and learn about motion design and design science. Plan your future career: Depending on your career aspirations, you could combine your Digital Media major with a major in Advertising, Documentary Production, Journalism, Marketing, Professional Photography, Public Relations, Software Application Development, or another major from the majors list.

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (ONL)		
	Year	Sem	Year	Sem	Year	Sem	
DIT1001 Aesthetics for Interactive Systems	1	1			1	1	
FSP1004 Graphic Design and Digital Art Practice	1	1			1	1	Enrolment is not permitted in FSP1004 if FTR1000 has been previously completed.
DIT1004 3D Modelling Studio	1	2			1	2	Pre-requisite: FSP1004 Enrolment is not permitted in DIT1004 if FTR2005 has been previously completed.
DIT1005 Motion Design	1	2			1	2	Pre-requisite: FSP1004 Enrolment is not permitted in DIT1005 if FTR2010 has been previously completed.
DIT2002 3D Animation Practice	2	1			2	1	Pre-requisite: DIT1004 Enrolment is not permitted in DIT2002 if FTR2011 has been previously completed.
DIT2004 Virtual and Augmented Worlds	2	2	2	2			Pre-requisite: DIT1004 and DIT1005
DIT3000 Design Science and Information Systems	3	1			3	1	Pre-requisite: DIT2004
DIT3001 Design Project	3	2			3	2	Pre-requisite: DIT3000

Documentary Production (8-unit major)

The Documentary Production major is for students who want to develop professional skills in film direction and production. Plan your future career: Depending on your career aspirations, you could combine your Documentary Production major with a major in Digital Media, Journalism, Marketing, Professional Photography, or another major from the majors list.

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (ONL)		
	Year	Sem	Year	Sem	Year	Sem	
FSP1001 Location Production 1	1	1					Enrolment is not permitted in FSP1001 if FTR1005 has been previously completed.
FSP1003 Editing Lab 1	1	1			1	1	Enrolment is not permitted in FSP1003 if FTR1004 has been previously completed.
FSP1004 Graphic Design and Digital Art Practice	1	2			1	2	Enrolment is not permitted in FSP1004 if FTR1000 has been previously completed.
FSP2001 Documentary and Reality TV	2	1			2	1	Pre-requisite: FSP1002 Enrolment is not permitted in FSP2001 if FTR2006 has been previously completed.

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (ONL)		
	Year	Sem	Year	Sem	Year	Sem	
FSP2005 Cinematic Language	2	2			2	2	Enrolment is not permitted in FSP2005 if FTR1003 has been previously completed.
FSP3001 Film Project 1	3	1			3	1	Enrolment is not permitted in FSP3001 if FTR3021 has been previously completed.
FSP3002 Film Project 2	3	2			3	2	Pre-requisite: FSP3001
FSP3004 Interactive Documentary	3	2			3	2	Enrolment is not permitted in FSP3004 if FTR3007 has been previously completed.

Journalism (8-unit major)

In a world driven by media, journalists play an increasingly important role in informing communities about global affairs, politics and government, crime and policing, business and finance, trade and economics, as well as education, health, entertainment, and culture. Journalism is also often called ‘the front line of history’ because journalists write stories about the world around them and these become part of the historical record. Plan your future career: Depending on your career aspirations, you could combine your Journalism major with Advertising, Digital Media, Documentary Production, Marketing, Professional Photography, Public Relations, Software Application Development, or another major from the majors list.

Course	Year of program and semester in which course is normally studied						Enrolment requirements	Comments
	On-campus (ONC)		External (EXT)		Online (ONL)			
	Year	Sem	Year	Sem	Year	Sem		
JRN1010 Analysing News and Media [£]	1	1			1	1, 3		Students who have successfully completed JRN2010 should not enrol in JRN1010.
JRN1020 The Journalist's Toolkit	1	1			1	1, 2		Students who have completed JRN1000 should not enrol in JRN1020. Semester 1 Springfield offer not available in 2023.
JRN1030 Reporting the News	1	2			1	2	Pre-requisite or Co-requisite: JRN1000 or JRN1020	
JRN2100 Digital Storytelling in Journalism	2	1			2	1	Pre-requisite: JRN1030	Semester 1 Toowoomba and Springfield offer not available in 2023.
JRN2009 Feature Writing					2	1	Pre-requisite: JRN1030	Students who have successfully completed JRN3003 should not enrol in JRN2009
JRN2200 News Design and Analytics	2	2			2	2	Pre-requisite: JRN2100 Enrolment is not permitted in JRN2200 if JRN2001 has been previously completed	Enrolment is not permitted in JRN2200 if JRN2001 has been successfully completed

Course	Year of program and semester in which course is normally studied						Enrolment requirements	Comments
	On-campus (ONC)		External (EXT)		Online (ONL)			
	Year	Sem	Year	Sem	Year	Sem		
								ed. Semester 2 Toowoomba and Springfield offer not available in 2023.
JRN3100 Media Law and Ethics					3	1	Enrolment is not permitted in JRN3100 if JRN2006 has been previously completed	Students who have successfully completed JRN3006 or JRN2006 should not enrol in JRN3100.
JRN3200 Investigative Journalism					3	2	Pre-requisite: JRN2003 or JRN3003 or JRN2009	

Footnotes

£ In Semester 3, 2023 this course will be delivered as a Transition (9 week) semester, commencing on 13 November 2023 and concluding on 12 January 2024

Marketing (8-unit major)

Marketing encompasses the steps taken to position your goods and services into the hands of potential customers. It can focus the energy and resources of an organisation to their best potential for maximum gain in the marketplace. Plan your future career: Depending on your career aspirations, you could combine your Marketing major with Advertising, Digital Media, Documentary Production, Journalism, Professional Photography, Public Relations, Software Application Development, or another major from the majors list.

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (ONL)		
	Year	Sem	Year	Sem	Year	Sem	
MKT1001 Marketing Fundamentals	1	1			1	1, 2	Enrolment is not permitted in MKT1001 if MKT1100 has been previously completed (excluding BBIZ 19398 Marketing major students)
MKT1002 Consumer Psychology ^{#!}	1	1			1	2	
MKT2015 Creating Marketing Value	2	1			2	1	Enrolment is not permitted in MKT2015 if MKT2012 has been previously completed.
MKT2001 Marketing Communications	2	2			2	2	
MKT2014 Global Marketing [^]	2	2			2	2	Enrolment is not permitted in MKT2014 if MKT2002 has been previously completed.
MKT3100 Digital Marketing and Social Media	2	2			2	2	Enrolment is not permitted in MKT3100 if MKT2013 has been previously completed.
MKT3001 Marketing Intelligence	3	1, 2			3	2	Pre-requisite: MKT1001
MKT3007 Marketing Strategy	3	2			3	2	Pre-requisite: MKT1001

Footnotes

Course is offered from Semester 2, 2023 onwards.

! From Semester 2 2023, MKT1002 Consumer Behaviour will become MKT1002 Consumer Psychology.

^ Students who have completed MKT2002 Global Marketing but not MKT2004 Marketing Channels must enrol in either [MKT2015 Creating Marketing Value](#) or [MKT3100 Digital Marketing and Social Media](#). Students who have successfully completed MKT2004 Marketing Channels but not MKT2002 Global Marketing must enrol in either [MKT2015 Creating Marketing Value](#) or [MKT3100 Digital Marketing and Social Media](#).

Professional Photography (8-unit major)

Photography allows us to capture the world around us, with images used to instigate thought, create conversation and evoke emotion. Plan your future career: Depending on your career aspirations, you could combine your

Professional Photography major with Advertising, Digital Media, Documentary Production, Journalism, Marketing, Public Relations, or another major from the majors list.

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (ONL)		
	Year	Sem	Year	Sem	Year	Sem	
PHT1000 Foundations of Photography 1					1	1	
PHT1001 Foundations of Photography 2					1	2	Pre-requisite: PHT1000
PHT2000 Professional Photographic Genres and Styles					2	1	Pre-requisite: PHT1001
PHT2002 Advanced Digital Imaging and Adaptation					2	1	Pre-requisite: PHT1001
PHT2001 Photographic Studio and Fieldwork					2	1	Pre-requisite: PHT1001
PHT3000 Photographic Concept and Design					3	1	Pre-requisite: PHT2002
PHT3001 Advanced DSLR Skills					3	1	Pre-requisite: PHT2001
PHT3002 Business of Photography					3	1	Pre-requisite: PHT2001

Public Relations (8-unit major)

Public relations practitioners work in fast-paced, dynamic environments within corporate, not-for-profit and government organisations using a range of skills such as written and verbal communications, strategic planning, research and stakeholder engagement practices. Plan your future career: Depending on your career aspirations, you could combine your Public Relations major with Advertising, Digital Media, Journalism, Marketing, Professional Photography, or another major from the majors list.

Course	Year of program and semester in which course is normally studied						Enrolment requirements	Comments
	On-campus (ONC)		External (EXT)		Online (ONL)			
	Year	Sem	Year	Sem	Year	Sem		
PRL1002 The PR Playbook: Practice and Tools	1	1			1	1		
PRL1006 Crafting PR Content	1	1			1	1		Semester 1 Spring field offer not available in 2023.
PRL1005 Digital Networks for PR	1	2			1	2		
PRL2002 Community Consultation and Engagement	2	1			2	1		Semester 1 Toowoomba offer not available in 2023.
PRL2006 Event Planning and Delivery	2	2			2	2		
PRL2012 PR Research and Analytics					2	2	Students who have completed PRL3012 are not permitted to enrol in PRL2012 .	
PRL3005 Reputation, Issues and Crisis					3	1		
PRL3001 Effective PR Campaigns					3	2	Pre-requisite: PRL2012 or PRL3012	

Software Application Development (8-unit major)

The Software Application Development major allows you to explore web technology, techniques and database systems. Plan your future career: Depending on your career aspirations, you could combine your Software

Application Development major with Advertising, Digital Media, Journalism, Marketing, or another major from the majors list.

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (ONL)		
	Year	Sem	Year	Sem	Year	Sem	
CSC1401 Foundation Programming [£]	1	1, 2			1	1, 2	
CSC1030 Systems and Data Management Fundamentals	1	1, 2			1	1, 2	
CSC1420 Programming 2: Algorithms and Structures [*]	1	1			1	1	
CSC1410 Software Engineering Foundations	1	2, 3			1	2, 3	Pre-requisite: CSC1401
Select two (2) of the following courses:							
CSC2406 Web Technology 1	2	1			2	1	Pre-requisite: CSC1401 or Students must be enrolled in one of the following Programs: UCCC or GDTI or GCEN or METC or MCOT or MCTE or MCOP or MPIT or MCTN or B SED
CSC2402 Object-Oriented Programming in C++	2	2			2	2	Pre-requisite: CSC1401 or Students must be enrolled in one of the following Programs: GDTI or GCSC or GCEN or METC or MCOT or MCTE or MCOP or MPIT or MCTN
CSC2460 Database Systems [*]	2	1			2	1	
Select two (2) of the following courses:							
CSC3403 Comparative Programming Languages	3	1			3	1	Pre-req: CSC2408 ; and Pre-req or Co-req: CSC2402 ; or Students must be enrolled in one of the following Programs: GDTI or GCSC or GCEN or METC or MCOT or MCTE or MCOP or MPIT Enrolment is not permitted in CSC3403 if CIS3001 has been previously completed
CSC3430 Systems Servers and DevOps [^]	3	2			3	2	
CSC3480 Web Technology 2: Full Stack [^]	3	2			3	2	

Footnotes

£ In Semester 3, 2023 this course will be delivered as a Transition (9 week) semester, commencing on 13 November 2023 and concluding on 12 January 2024

* First offer in 2024 academic year

^ First offer in 2025 academic year