

Diploma of Professional Communication (DAPC) - DaPC New

QTAC code (Australian and New Zealand applicants): Toowoomba campus: 909521; External: 909525;
Springfield campus: 929521

CRICOS code (International applicants): Pending

	On-campus	External
Start:	Semester 1 (February) Semester 2 (July) Semester 3 (November)	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:	1 year full-time, 2 years part-time or external	
Program articulation:	To: Bachelor of Communication and Media	

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

For Arts students

The program aims to produce diplomates who have:

- Demonstrated competencies in communication skills necessary for further academic study in appropriate discipline areas
- Acquired basic knowledge in one or more disciplines in a relevant degree program.

For students intending to transfer to other UniSQ programs

This program aims to provide students with:

- Identify and apply key communication models, their principles and elements to their personal, study and work lives.
- Communicate with high degree of clarity and coherence focusing on specific recipients using professional or technical language.
- Recognise employment opportunities within industry.
- Have familiarity with entry-level industry expectations.
- Identify avenues for developing professional networks.

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 05. Graduates at this level will have specialised knowledge and skills for skilled/paraprofessional 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.[^]
- Assumed knowledge expectations: English (Units 3 & 4, C).
- English Language Proficiency requirements for Category 2.

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 Diploma of Professional Communication comprises eight units of study, two of which are core courses. The remaining six units are Advertising, Journalism and Public Relations courses. The Diploma of Professional Communication may articulate into the Bachelor of Communication and Media.

Required time limits

Students have a maximum of 4 years to complete this program.

Core courses

Commencing students must complete [HAC1000 The Skilful Communicator[£]](#) and [HAC1001 The Professional Self: Building Career Identity](#) in their first and second semester of study. A credit for these courses may be granted for students with a previous UniSQ undergraduate degree.

£ 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

Articulation

A Diploma of Professional Communication, subject to selection of appropriate courses, articulates into most the Bachelor of Communication and Media. Students must keep in mind that normal entry requirements still apply for their chosen area of study.

Exit points

This program can be used as an exit point for the Bachelor of Communication and Media, where a student has completed at least eight courses.

Credit

Graduates from other UniSQ programs within the last 10 years may be credited for the core requirement of the Diploma of Professional Communication.

Course transfers

Courses may be transferred to other programs; students should consult the relevant Faculty.

Recommended enrolment pattern

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	
Students must complete the following:							
HAC1000 The Skilful Communicator [£]	1	1			1	1	Enrolment is not permitted in HAC1000 if CMS1000 or CMS1100 has been previously completed
HAC1001 The Professional Self: Building Career Identity	1	2			1	2	

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	
Choose six (6) of the following courses:							
ADV1001 Introduction to Advertising	1	1			1	1	
ADV1002 Advertising as Engagement	1	2			1	2	
ADV2001 Advertising as Communication	2	1			2	1	Pre-requisite or Co-requisite: ADV1001
ADV2002 Advertising: Copywriting and Concept Design	2	2			2	2	
JRN1020 The Journalist's Toolkit	1	1			1	1, 2	
JRN1030 Reporting the News	1	2			1	2	Pre-requisite or Co-requisite: JRN1000 or JRN1020
JRN2003	2	1			2	1	
JRN2100 Digital Storytelling in Journalism					2	1	Pre-requisite: JRN1030
JRN2200 News Design and Analytics					2	2	Pre-requisite: JRN2100 Enrolment is not permitted in JRN2200 if JRN2001 has been previously completed
PRL1002 The PR Playbook: Practice and Tools	1	1			1	1, 3	
PRL1005 Digital Networks for PR	1	2			1	2	
PRL1006 Crafting PR Content	2	1			2	1	
PRL2006 Event Planning and Delivery	2	1			2	1	

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