

# Bachelor of / Bachelor of Business / Communication



LOCATION	ENTRY THRESHOLD	QTAC CODE	START
Sunshine Coast	50.00	017311	Semester 1, Semester 2
Moreton Bay	50.00	014311	Semester 1, Semester 2
Online	50.00	015042	Semester 1, Semester 2

Effective communication skills are among the most sought-after skills in any modern business. This double degree teaches the foundations of clear, accurate and engaging communication within a range of contexts, including social media, marketing, and video production. Develop core business knowledge needed to succeed in areas such as strategy implementation, organisational learning and growth.

In this program you will:

- Study core communication disciplines and become job-ready for a range of media, marketing and communication roles
- Build a diverse skillset by studying core business concepts like management, marketing, economics and international business
- Develop briefs and communication campaigns, work with real clients and projects, and experience work as part of an agency

Career opportunities

- Social media manager
- Advertising executive
- Content strategist
- Creative director
- Public relations officer
- Copywriter
- Marketing coordinator
- Corporate communications office
- Entrepreneur
- Innovation manager

Duration

4 years

Full-time or equivalent part-time

Indicative 2024 fees

A\$14,835 - 2024 Fees (CSP)

Fees are indicative only and will change based on courses selected and are subject to yearly increases

Recommended prior study

English; General Maths, Maths Methods or Specialist Maths

Delivery mode

Blended Learning

Total courses

32

Total units

384

UniSC program code

AB309

## Program structure

Introductory courses (12) 144 units

ACC106 Accounting Principles

BUS101 Exploring Business Research

BUS102 Economics for Business

BUS104 Discovering Management

BUS105 Marketing Essentials

BUS108 Information Systems in Organisations

CMN101 Introduction to Creative Entrepreneurship

CMN106 Contemporary Communication Theory and Trends

CMN107 Communication for the Creative Professional

CMN109 Editing for Professionals

CMN120 Introduction to Contemporary Global Media and Communication

CMN150 Digital Journalism

[usc.edu.au/ab309](https://usc.edu.au/ab309)

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Study options and teaching period of offer can vary depending on the study location. For full details, visit [usc.edu.au](https://usc.edu.au).

Developing courses (1) 12 units

BUS203 Business Law

Graduate courses (3) 36 units

BUS306 World of Work: Your Pathway to Employment

BUS320 Business, Governance and Society

CMN314 Global Communication

PLUS select 1 course (1) 12 units from:

BCI300 Work Integrated Learning Project

BCI301 Work Integrated Learning Placement

BCI302 Work Integrated Learning Project

BCI303 Work Integrated Learning Placement

Business Major courses (8) 96 units

- Business Administration
- Digital Futures
- Economics and Finance
- Human Resource Management
- Marketing
- Small Business Management
- Tourism, Leisure and Event Management

Communication Major courses (8) 96 units

- Journalism
- Social Media

Elective courses

Select up to a total of 12 to 36 units from the undergraduate elective course options. The number of electives is dependent on the Business major and Creative Industries major chosen. The total number of units required to complete the program is 384 units.

Note: Program structures are subject to change. Not all UniSC courses are available on every UniSC campus.

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