



Keep pace with the digital

revolution

Bachelor of Communication (Social Media)

Digital technology has evolved rapidly over the past 10 years, creating more opportunities to work with social media. This program will prepare you as a social media specialist by teaching you how to work with real clients to develop and implement social media strategies, and analyse their success. You'll have opportunities to gain industry-recognised certifications and travel overseas on study tours.

In this program you will:

- Develop the skills for content curation and creation across platforms.
- Learn how to tell compelling brand stories across both social and traditional channels.
- Gain a thorough grounding in communication, public relations, creative advertising, and marketing.
- Work with real clients to gain practical experience and build a portfolio of work to showcase to future employers.

Career opportunities:

- Social Media Manager
- Digital Marketing Manager
- Online Community Manager
- Content Creation Executive
- Digital Strategist

LOCATION QTAC CODE
Sunshine Coast 011441

MINIMUM SELECTION THRESHOLD
OP - 18 / Rank - 64

DURATION
3 years full time or equivalent part time

COMMENCE
Semester 1, Semester 2

RECOMMENDED PRIOR STUDY
English

MORE INFORMATION

Contact Student Central
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usc.edu.au/ar310

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 24 July 2019
Note: Study options and semester of offer can vary depending on the study location. For full details, visit usc.edu.au.

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Rise, and shine.