

Become a **leader** in the business of communication



Bachelor of **Business** / Bachelor of **Communication**

Effective communication skills are among the most sought-after skills in any modern business. In this double degree, you'll learn the foundations of clear, accurate and engaging communication within a range of contexts including social media, marketing, video production and more. You'll also develop the core business knowledge you will need to succeed in your future as a business professional in areas such as business strategy implementation, organisational learning and growth.

In this degree you will:

- Study the 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 team

Majors

Sunshine Coast

Business majors: Digital Futures; Economics and Finance; Entrepreneurship; Human Resource Management; International Business; Information Systems; Management; Marketing; Tourism, Leisure and Event Management

Communication majors: Creative Advertising; Journalism; Public Relations; Social Media

Moreton Bay

Business majors: Digital Futures; Entrepreneurship; Human Resource Management; Information Systems; Management; Marketing; Tourism, Leisure and Event Management

Communication majors: Journalism; Social Media

Online

Business majors: Digital Futures; Economics and Finance; Entrepreneurship; Human Resource Management; International Business; Management; Marketing; Tourism, Leisure and Event Management

Communication majors: Creative Advertising; Journalism; Public Relations; Social Media

Career opportunities

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

Please note that not all study components and/or combinations of study components included in this program may be able to be completed in the minimum duration. Please contact the Program

MORE INFORMATION

Contact USC International

study@usc.edu.au

+61 7 5430 2843

usc.edu.au/ab309 | CRICOS code: 0101886

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 18 May 2021
Note: Study options and semester of offer can vary depending on the study location. For full details, visit usc.edu.au.

Coordinator if you require written confirmation prior to accepting a place in this program.

PROGRAM STRUCTURE

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

Business courses

Introductory courses (6) 72 units

BUS101 Exploring Business Research

BUS102 Economics for Business

BUS104 Discovering Management

BUS105 Marketing Essentials

BUS106 Accounting for Business

BUS108 Information Systems in Organisations

Developing and Graduate courses (3) 36 units

BUS203 Business Law

BUS306 World of Work: Your Pathway to Employment

BUS320 Business, Governance and Society

1 Major (96 units) selected from the USC Business School:

- Digital Futures
- Economics and Finance[^]
- Entrepreneurship
- Human Resource Management
- Information Systems
- International Business
- Management
- Marketing
- Tourism, Leisure and Event Management

Communication courses

Introductory courses (3) 36 units

CMN101 Introduction to Creative Entrepreneurship

CMN106 Contemporary Communication Theory and Trends

CMN107 Communication for the Creative Professional

Graduate courses (1) 12 units

CMN313 Creativity, Design and Communication Project

PLUS select 12 courses (144 units) towards 1 major and 1 minor:

Major (8) 96 units

- Creative Advertising
- Journalism
- Public Relations[^]
- Social Media

Minor (4) 48 units

- Creative Advertising
- Creative Writing and Publishing
- Journalism
- Marketing
- Public Relations[^]
- Social Media

[^]Not currently available at Moreton Bay campus.

Elective courses

Select elective courses from the undergraduate elective course options.

The number of electives is dependent on the Business major or minor chosen and the number of required courses included in that major or minor. Note that the total number of courses required to complete the program is 32 courses.

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