



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

LOCATIONS

Sunshine Coast
Online

QTAC CODE

011441
015009

MINIMUM SELECTION THRESHOLD

ATAR - 60.00 / OP -- / Rank - 60

DURATION

3 years full time or equivalent part time

COMMENCE

Semester 1, Semester 2

RECOMMENDED PRIOR STUDY

English

MORE INFORMATION

Contact Student Central
information@usc.edu.au
+61 7 5430 2890

usc.edu.au/ar310

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.



Rise, and shine.