



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

### MORE INFORMATION

Contact USC International  
[study@usc.edu.au](mailto:study@usc.edu.au)  
+61 7 5430 2843

[usc.edu.au/ar310](http://usc.edu.au/ar310) | CRICOS code: 098457A

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](http://usc.edu.au).

## PROGRAM STRUCTURE

### Introductory courses (7) 84 units

- BUS105** Marketing Essentials
- CMN101** Introduction to Creative Entrepreneurship
- CMN106** Contemporary Communication Theory and Trends
- CMN107** Communication for the Creative Professional
- CMN108** Issues in Social Media
- CMN120** Public Relations: Contemporary Perspectives
- CMN140** Introduction to Creative Advertising

### Developing and Graduate courses (7) 108 units

- CMN204** Social Media: Content Curation and Creation
- CMN276** Social Media
- CMN308** Social Media: Monitoring and Measurement
- CMN309** Transmedia Storytelling Campaigns
- CMN313** Creativity, Design and Communication Project
- CMN316** Social Media Internship(24 units)
- CMN317** Social Media Management(24 units)

### Elective courses (8) 96 units

Select 8 elective courses (96 units) from the undergraduate elective course options. 5 electives (60 units) must be developing and graduate level (200/300 coded) courses. Students are strongly encouraged to use their electives to complete courses in the available Communication disciplines.

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