



Become a communicator of **influence**

Bachelor of Communication

Our Bachelor of Communication will teach you to inform, organise, persuade, negotiate, and entertain with clear, creative and engaging communication skills across all contexts and media.

This flexible degree allows you to tailor your study areas to suit your skills, interests, and career aspirations. Choose to major in social media, journalism, public relations, creative advertising, or marketing, or select elective courses that engages your creative passion and gain exposure to international marketplaces on industry study tours. Spend an entire semester abroad at one of our global partner universities through the Study Overseas program.

In this program you will:

- Gain a breadth and depth of knowledge in the core communication disciplines.
- Become job-ready for a range of media, marketing and communication roles.
- Develop briefs and communication campaigns and work with real clients.
- Experience work as part of an agency team.
- Gain exposure to industry with work placement opportunities.

Career opportunities:

- Social media manager
- Advertising executive
- Content strategist
- Creative director
- Public relations officer
- Copywriter
- Marketing officer

- Corporate communications officer

Please note:

In 2021, all first-year courses in this degree will be available online. Second-year courses will be offered online from 2022, and third-year courses from 2023. If you wish to study online and are intending to apply for credit for previous studies, please contact Student Central to discuss your options.

Scholarships

Scholarships can give you money and other financial support to help you while you study. Find out more at usc.edu.au/scholarships.

LOCATIONS	QTAC CODE
Sunshine Coast	011041
Moreton Bay	014041^
Online	015015

MINIMUM SELECTION THRESHOLD
ATAR - 54.55 / OP - 18 / Rank - 64

DURATION
3 years full time or equivalent part time

COMMENCE
Semester 1 or Semester 2

RECOMMENDED PRIOR STUDY
English

MORE INFORMATION

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

usc.edu.au/ar342

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 23 September 2020
Note: Study options and semester of offer can vary depending on the study location. For full details, visit usc.edu.au.

**USC**
Rise, and shine.