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 engage 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-, third- and fourth-year courses (where applicable) will be offered online progressively from 2022 onwards. If you wish to study online and are intending to apply for credit for previous studies, please contact Student Central to discuss your options. Please note that some online courses may require some attendance at a USC campus to support your learning.

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

Bachelor of Communication

- Corporate communications officer

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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: 01095D | Correct as at 15 August 2020
Note: Study options and semester of offer can vary depending on the study location. For full details, visit usc.edu.au.