



# Bachelor of Communications

Photograph : Ben Reynolds

The School of Communications and Contemporary Arts offers a Bachelor of Communications covering both professional and creative communications disciplines designed to equip graduates with the knowledge and skills needed to live, work and contribute to the complex technological culture of the 21st Century. This undergraduate program include ten major streams and provides graduates with the theoretical and practical skills required to work in the Communications professions.

Students specialise by taking either one or two of the following majors:

- Advertising
- Broadcasting
- Creative Services
- Journalism
- Mass Communication
- Media & Cultural Studies
- Public Relations
- Screen Studies (special entry requirements apply)
- Scriptwriting

The course structure has been specifically designed to provide you with wider array of career options. The program adopts a flexible, interdisciplinary approach to learning, structured to allow you to tailor a degree that suits your interests and ambitions.

**Professional & Industrial Recognition**

The Bachelor of Communications is supported by a consultative committee comprised of discipline specialists, members of the community and representatives from the industry. The Public Relations course is formally recognised and accredited by the Public Relations of Australia (PRIA). The Advertising course is formally recognised by the International Advertising Association (IAA).

**Professional Placement**

The Bachelor of Communications provides you with the opportunity to engage in work experience and professional placement for course credit.

## Careers

	Advertising	Broadcasting	Creative Services	Journalism	Mass Communications	Media & Cultural Studies	Public Relations	Screen Studies	Scriptwriting
Account Executive	✓				✓	✓			
Advertising Officer	✓				✓	✓			
Art Director									
Communications Officer	✓			✓	✓		✓		
Copywriter	✓					✓			
Desktop Publisher				✓	✓				
Designer			✓						
Director									✓
Editor				✓				✓	
Event Manager					✓		✓		
Film & TV Director/ Producer						✓		✓	✓
Film Critic						✓		✓	✓
Journalist				✓		✓			
Market Research Officer	✓				✓	✓			
Marketing Officer	✓				✓				
Media Buyer/ Analyst	✓				✓	✓			
Online Reporter		✓							
Press Secretary				✓			✓		
Producer		✓	✓						
Publicity Officer					✓		✓		
Public Relations Officer					✓		✓		
Researcher		✓							
Script Assessor									✓
Scriptwriter						✓		✓	✓
Series Creator								✓	
Writer				✓		✓			

*"It's not easy getting a gig at WA's biggest publication. There's a hell lot of competition. But thanks to ECU, and the experiences and knowledge that I've gained, I'm a regular contributor to the paper. I put my success down to a combination of determination on my part, and dedication on the part of my lecturers: lecturers with expertise and a working knowledge of the industry, plus a genuine interest in individuals and their aspirations. I would recommend the course to any budding writer".*

Niall McIlroy - Journalism Graduate



Photograph : David Deas

## Course Structure

The Bachelor of Communications is a 3-year full time (available part-time) course consisting of 24 units with 3 main components:

- First Year: You will study core and elective subjects which lay the groundwork for the major streams.
- Second and Third Year: You study a Major from the Bachelor of Communications and one of the following:
  - A second Major from the Bachelor of Communications or any other program at ECU or
  - A Minor study from outside the School of Communications & Contemporary Arts plus electives or
  - An elective program

### Honours Year

A 4th year honours program is available for students wishing to continue on to postgraduate research studies

<b>1st Year</b> CMM1101 READING MEDIA TEXTS CMM1108 COMMUNICATIONS AND DIGITAL TECHNOLOGY CMM1109 CYBERCULTURE STUDIES CMM1113 MEDIA AND SOCIAL CONTEXT + 4 Units		1st Year
<b>Major 1</b> - Advertising - Broadcasting - Creative Services - Journalism - Mass Communications - Media & Cultural Studies - Public Relations - Scriptwriting	<b>Select one from</b> - Second Major - Minor - Elective program	2nd & 3rd Year
<b>Honours</b>		4th Year

### Definitions

A major is a set of related units within a specific area of study.

A minor is a set of six related units within a specific area of study.

An elective is any unit that can count towards your degree.

The course structures presented here are intended for use as a guide only- please refer to the current ECU Handbook or contact the Student Support Officer for up-to-date information.

## Advertising

ADVERTISING	
Duration	3 years (full time)
Availability	Full time and Part time
Location	ECU Mount Lawley

More than just a commercial or billboard, Advertising is a business that combines art, science and strategy. Here you will learn about Advertising Management, Integrated Marketing Communications, Creative Strategy, Research, Media, Communication Theories and apply a more than a little Creative Thinking along the way!

Edith Cowan University's advertising degree is accredited by the International Advertising Association (IAA) and addresses advertising as a communication specialism, rather than as a sub-section of a marketing plan.

## Broadcasting

BROADCASTING	
Duration	3 years (full time)
Availability	Full time and Part time
Location	ECU Mount Lawley

The Broadcasting major provides an introduction to contemporary broadcast media, including conventional radio and television as well as web-based and mobile technologies. Course content equips graduates with key concepts, skills, attitudes and values required by broadcasters in the digital age. Students will examine a wide range of issues and learn to contextualise content for broadcast.

The Broadcasting major has been developed in consultation with industry, and is recommended for students wishing to audition for entry to the intensive vocational training provided in the WAAPA Graduate Diploma of Broadcasting.

### Year 1

- CMM1101 Reading Media Texts
- CMM1108 Communications and Digital Technology
- CMM1109 Cyberculture Studies
- CMM1113 Media and Social Context
- + 4 electives

The following electives are recommended:

- CMM1104 Writing for the Media
- CMM1107 Creative Thinking
- CMM1112 Communication Strategies

### Year 2

Four units selected from:

- ADV2120 Advertising Management
- ADV2105 Consumer Behaviour
- ADV2107 Strategic Branding
- ADV2112 International Advertising
- CMM2120 Integrated Marketing Communications
- + 4 units of a 2nd major or elective studies

### Year 3

Four units selected from:

- ADV3102 Creative Strategy: Process and Execution
- CMM2121 Communication Research
- ADV3111 The Business of Publishing
- ADV3406 Media Buying and Planning
- CMM3104 Professional Placement 1
- CMM3108 Independent Study
- CMM3120 Current Issues in Marketing Communications
- + 4 units of a 2nd major or elective studies

Recommended Second Majors: Public Relations, Marketing

### Year 1

- CMM1101 Reading Media Texts
- CMM1108 Communications and Digital Technology
- CMM1109 Cyberculture Studies
- CMM1113 Media Social Contexts

The following electives are recommended:

- BRO1020 Broadcasting and the New Media Landscape
- FAV1101 Introduction to Digital Video
- CMM1104 Writing for the Media
- CMM1107 Creative Thinking

### Year 2

- BRO2025 Broadcasting Skills
- BRO2026 Finding Context in Reportage
- CMM2103 Media Law and Ethics
- JOU2104 Radio Journalism

### Year 3

- BRO3020 Broadcasting in the Digital Age
- HIS3101 Human Rights: Struggles for Global Justice
- JOU3204 Television Journalism
- POL3127 Australian Government

Recommended Second Majors: Journalism, Film and Video

# Creative Services

CREATIVE SERVICES	
Duration	3 years (full time)
Availability	Full time and Part time
Location	ECU Mount Lawley

The growth of the creative industries or creative economy means that more organisations will require the creative services of talented individuals or businesses in advertising, design, public relations, specialist writing, print publishing, desktop publishing, etc. The Bachelor of Communications with a major in Creative Services is for students who wish to diversify their creative skills and knowledge rather than to be a specialist in one creative communication discipline.

Year 1	
CMM1101	Reading Media Texts
CMM1108	Communications and Digital Technology
CMM1109	Cyberculture Studies
CMM1113	Media Social Contexts

*The following electives are recommended:*

CMM1107	Creative Thinking
FAV1101	Introduction to Digital Video
IMM1121	Digital Photomedia
IMM1122	Publishing on the World Wide Web

## Year 2

*Four units selected from:*

BRO2025	Broadcasting Skills
CMM2120	Integrated Marketing Communications
DES2101	Design Practices: Identity
DES2103	Desktop Publishing
DES2203	Design Practices: Publication
FAV2101	Introduction to Video Production
FAV2201	Video Production
PHO2103	Studio Work
PHO2221	Advanced Digital Production
PRN2121	Public Relations Techniques

## Year 3

*Four units selected from:*

ADV3102	Creative Strategy: Process and Execution
ADV3111	The Business of Publishing
BRO3020	Broadcasting in the Digital Age
CMM3104	Professional Placement
CMM3108	Independent Study
DES3205	Design Practices: Motion Graphics
DES3206	Design Practices: Information and Advertising Design

Recommended second majors: Advertising, Design, Film and Video

# Mass Communications

MASS COMMUNICATIONS	
Duration	3 years (full time)
Availability	Full time and Part time
Location	ECU Mount Lawley

Research, critical thinking and effective communication are the goals of Mass Communication. Apply your skills in examining the role of contemporary media and communication in shaping today, and the society of the future, with a hybrid program of study in a range of fascinating subjects.

You will be able to combine both theory and practice to develop a professional and critical understanding across a wide range of contemporary cultural issues.

Year 1	
CMM1101	Reading Media Texts
CMM1108	Communications and Digital Technology
CMM1109	Cyberculture Studies
CMM1113	Media and Social Context + 4 electives

*The following electives are recommended:*

CMM1104	Writing for the Media
CMM1107	Creative Thinking
CMM1112	Communication Strategies
FAV1111	Film and Cinema Studies

## Year 2

*Four units selected from:*

CMM2120	Integrated Marketing Communications
JOU2104	Radio Journalism
JOU2111	Introduction to Journalism
CMM2124	Media and Nation
CMM2103	Media Law and Ethics
MAS2102	Technoculture
MST2150	Media in Asia + 4 units of a 2nd major or elective studies

## Year 3

*Four units selected from:*

CCA3100	Visual Culture and Subversive Ideas
CCA3101	Environmental Humanities
CMM3119	Case Studies in Communications
CMM3115	Global Communications
CMM3118	Case Studies in Communications 2
MST3151	Media and Identity
	or
	Up to 2 third year ADV or JOU coded unit of choice + 4 units of a 2nd major or elective studies

Recommended second majors: Journalism, Public Relations

# Journalism

JOURNALISM	
Duration	3 years (full time)
Availability	Full time and Part time
Location	ECU Mount Lawley

In a world awash with spin the practice of high quality journalism has never been more important. This course covers writing and research skills, working in audio, video and online environments and the legal and ethical frameworks of the profession. Students can also study specialist areas such as politics, business, science, health and sports reporting.

Year 1	
CMM1101	Reading Media Texts
CMM1108	Communications and Digital Technology
CMM1109	Cyberculture Studies
CMM1113	Media and Social Context + 4 electives

*The following electives are recommended:*

CMM1104	Writing for the Media
CSV1105	Interpersonal Skills
BRO1020	Broadcasting and the New Media Landscape
ENG1110	Power of Practical Writing
FAV1101	Introduction to Digital Video

## Year 2

CMM2103	Media Law and Ethics
JOU2111	Intro to Journalism
JOU2104	Radio Journalism
JOU2106	Sports Journalism
JOU2107	Political Journalism
JOU2108	Science Journalism
	+ 4 units of a 2nd major or elective studies

## Year 3

CMM3113	Health Journalism
JOU3101	Journalism Project
JOU3105	Specialist Journalism
JOU3109	Business Journalism
JOU3201	Print Journalism 2
JOU3204	Television Journalism
	+ 4 units of a 2nd major or elective studies

Recommended Second Majors: Public Relations, Photomedia, Mass Communication

# Media and Cultural Studies

MEDIA AND CULTURAL STUDIES	
Duration	3 years (full time)
Availability	Full time and Part time
Location	ECU Mount Lawley

Media and Cultural Studies will have you thinking critically as you analyse, research and examine the power and social impact of the media and the way it communicates to audiences. If communicating using contemporary media is on your agenda, this is the course for you.

Year 1	
CMM1101	Reading Media Texts
CMM1108	Communications and Digital Technology
CMM1109	Cyberculture Studies
CMM1113	Media and Social Context + 4 electives

*The following electives are recommended:*

CMM1104	Writing for the Media
CMM1107	Creative Thinking
CMM1112	Communication Strategies

## Year 2

CMM2115	Cultural Matrix
CMM2124	Media and Nation
CMM2125	Popular Music and Culture
MAS2102	Technoculture
MST2150	Media in Asia + 4 units of a 2nd major or elective studies

## Year 3

*Four units selected from:*

CCA3100	Visual Culture and Subversive Ideas
CCA3101	Environmental Humanities
CMM3119	Case Studies in Communications
CMM3108	Independent Study Unit
CMM3118	Case Studies in Communications 2
CMM3115	Global Communications
MST3151	Media and Identity
MST3135	Australian Television + 4 units of a 2nd major or elective studies

Recommended second majors: Journalism, Public Relations, Film and Video, Photomedia

# Scriptwriting

SCRIPTWRITING	
Duration	3 years (full time)
Availability	Full time and Part time
Location	ECU Mount Lawley

Scriptwriting allows students to develop scripting and editing skills across a wide range of formats including short films, television drama, features, documentaries, radio programs, corporate or promotional videos, games and adaptation from other sources. Theory units provide a strong analytical, critical and historical framework to the practice of scripting. On completion of the major students will have a substantial portfolio of work and detailed knowledge of the screen industry.

<b>Year 1</b>	
CMM1101	Reading Media Texts
CMM1108	Communications and Digital Technology
CMM1109	Cyberculture Studies
CMM1113	Media and Social Context

*The following electives are recommended:*

CMM1104	Writing for the Media
CMM1112	Communication Strategies
FAV1111	Film and Cinema Studies

<b>Year 2</b>	
FAV2102	Scriptwriting: Short Films
FAV2203	Scriptwriting: Television Drama
1 Theory Unit	
1 Elective unit	

<b>Year 3</b>	
FAV3202	Scriptwriting: Feature Films, Documentary and Radio
FAV3204	Scriptwriting: Adaptation, Editing and Commissioned Content
1 Theory Unit	
1 Elective unit	

<b>Theory Units:</b>	
CMM2107	Documentary, Film and Television
CMM3106	Psychology, Psychoanalysis and Cinema
CMM3118	Case Studies in Communications 2
MST3135	Australian TV
MST3151	Media and Identity

<b>Elective Units:</b>	
CMM3104	Professional Placement
CMM3108	Independent Study
<i>Or any units from the Faculty of Education and Arts in consultation with the Course Coordinator.</i>	

# Screen Studies

WA Screen Academy @ 

SCREEN STUDIES	
Duration	1 year full time (3 semesters)
Availability	Full time
Location	ECU Mount Lawley

If you want to take your skills in digital production for the small screen to a new level, the Screen Studies program at the WA Screen Academy will help you get there. You'll work on location and studio drama, documentary, corporate and magazine productions mentored by industry professionals.

Admission to Screen Studies is open to students who have completed an Advanced Diploma in Film and Television. Selection is by showreel/portfolio and interview only.

*"The Screen Academy gave me the opportunity to see my potential as a writer and producer, it challenged me into going far beyond my comfort zone and supported me in my struggle to assimilate what I was learning with the practicalities of getting projects finished, on time and to the brief."*

Janet Pettrigrew - Screen Studies

<i>Students complete the following units:</i>	
SCR3101	Production Preparation
SCR2102	Project 1: Magazine/ Lifestyle/ Advertisement
SCR2103	Project 2: WAAPA Films
SCR3104	Project 3: Studio Multicam Drama
SCR3105	Project 4: Documentary or Corporate Video
MST3135	Australian Television
SCR3106	Screen Studies

In addition to the units above, students must complete TWO electives.

<i>Units offered to Directors and Producers as electives:</i>	
SCR2107	Directing Workshops 1
SCR3108	Directing Workshops 2
SCR2109	Producing Workshops 1
SCR3110	Producing Workshops 2

# Public Relations

PUBLIC RELATIONS	
Duration	3 years (full time)
Availability	Full time and Part time
Location	ECU Mount Lawley

From crisis management to events, Public Relations puts a whole new spin on the way we communicate. Focussed on the effective communication management between organizations and its stakeholders, the public relations professional of the future is a skilled media operator and communicator. This course is also accredited by PRIA, the Public Relations Institute of Australia.

<b>Year 1</b>	
CMM1101	Reading Media Texts
CMM1108	Communications and Digital Technology
CMM1109	Cyberculture Studies
CMM1113	Media and Social Context
	+ 4 electives

*The following electives are recommended:*

CMM1104	Writing for the Media
CMM1107	Creative Thinking
CMM1112	Communication Strategies

<b>Year 2</b>	
CMM2120	Integrated Marketing Communications
PRN2120	Foundations of Public Relations
PRN2121	Public Relations Techniques
CMM2121	Communication Research
	+ 4 units of a 2nd major or elective studies

<b>Year 3</b>	
PRN3120	PR Issues and Crisis Management
PRN3104	International Public Relations
PRN3105	Public Relations Events and Management

*Plus one unit selected from:*

CMM3104	Professional Placement 1
CMM3108	Independent Study Unit
CMM3120	Current Issues in Marketing Communications
	+ 4 units of a 2nd major or elective studies

Recommended second majors: Advertising, Journalism, Mass Communication



Photograph : Angeline Wolfe