

Handbook 2020

Coursecode

B1342

BACHELOR OF COMMUNICATION

Murdoch University

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University Secretary
Murdoch University
South Street
Murdoch
Western Australia 6150

Telephone: (08) 9360 6000

Facsimile: (08) 9360 6847

<http://www.murdoch.edu.au>

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Cancellation of Courses, Majors, Minors and Units

The University reserves the right to cancel, without notice, any course, major, minor or unit if the number of students enrolled falls below limits set by the University or in other unforeseen circumstances.

Alternative Formats

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Telephone: (08) 9360 6084

Facsimile: (08) 9360 6502

equity@murdoch.edu.au

<http://goto.murdoch.edu.au/EquitySocialInclusion>

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Cancellation of Courses, Majors, Minors and Units

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Group	Course	Offerings
Strategic Communication	Strategic Communication (BCommun)	<ul style="list-style-type: none"> • Murdoch campus (internal) • Murdoch University Dubai (UAE) ['DUBAI-ISC'] (internal)

STRATEGIC COMMUNICATION

STRATEGIC COMMUNICATION (BCOMMUN)

Do you want to be a strategic communicator in a diverse and global world? Do you want to put your learning into practice? In this major, you will learn how to communicate and engage with various stakeholders, audiences and publics by:

- * **Managing social media**
- * **Enacting digital platforms**
- * **Writing for traditional and social media**
- * **Developing public relations (PR) and communications strategies for real life organisations**
- * **Applying skills to a diverse range of contexts including web communication, creative production and news media**
- * **Creating and producing content**
- * **Cultivating creativity, innovation and entrepreneurial skills**
- * **Conducting research, analysis and evaluation.**

You will explore Australian and international theories and practices, with an emphasis on ethical communication and critical thinking.

Recommended Double Majors:

Global Media and Communication; Human Resources Management; Journalism; Management; Marketing; Tourism and Events

In the Bachelor of Communication you will learn how modern communication works across the globe and be able to apply that knowledge to seek employment in this field. You will be introduced to key concepts and practices in communication, and will develop digital media skills and critical thinking skills that you can apply as a professional communicator. You will be able to write and present professionally, take a global perspective on issues, argue effectively, act ethically and work cooperatively. Students can choose to concentrate on majors in Global Media and Communication, Strategic Communication or Journalism (or a combination). These fields offer you the opportunity to create media productions, deal with clients, tackle communication issues and work with industry.

Duration: 3 years full-time or part-time equivalent

Admission Requirements (Onshore):

As per normal undergraduate admission requirements.

Bachelor of Communication (BCommun) in Strategic Communication

Course Codes: B1342

Main Research Areas:

Strategic communication, Communication, Public relations, International public relations, Social media, Digital and web communication, Storytelling, Media Relations, Critical communication, History of Public Relations, Public Relations in contemporary society

Availability:

- Murdoch campus (internal)
 Murdoch University Dubai (UAE) ['DUBAI-ISC'] (internal)

Humanities

Employment Prospects:

Graduates may follow careers in strategic communication, public relations and specialised areas such as social media management, public affairs, community relations, media liaison, health communication, corporate communication, government

communication, not-for-profit communication, advocacy, stakeholder and community engagement, content planning and creation, web, digital and online communication.

Course Structure - 72 credit points

Year 1 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

MSP100 Career Learning: Managing Your Career - 3 points
MURDOCH: S1-external, S2-external
DUBAI-ISC: TJD-internal, TMD-internal, TSD-internal

Course Core Units - 9 credit points

The following four units are required to be completed by all students. At least one of these units will be specified in your major. You must complete the remaining units from the list below to satisfy the Course requirements. Where you choose to do two majors of the Bachelor of Communication, you will be required to choose the remaining units from the list below.

COM100 Thinking Communication - 3 points
MURDOCH: S1-internal, S1-external
DUBAI-ISC: TMD-internal, TSD-internal

COM101 Social Media - 3 points
MURDOCH: S2-internal
DUBAI-ISC: TJD-internal, TSD-internal

COM105 Critical Web Literacy - 3 points
MURDOCH: S1-internal
DUBAI-ISC: TJD-internal, TSD-internal

COM109 Introduction to Digital Media Skills - 3 points
MURDOCH: S1-internal, S2-internal
DUBAI-ISC: TMD-internal

Major Core Units - 6 credit points

COM107 Strategic Communication - 3 points
MURDOCH: S1-internal, S1-external
DUBAI-ISC: TMD-internal

COM109 Introduction to Digital Media Skills - 3 points
MURDOCH: S1-internal, S2-internal
DUBAI-ISC: TMD-internal

GRD118 Introduction to Graphic Design - 3 points
MURDOCH: S2-internal

NOTE: Students must complete GRD118 if they wish to take GRD263 Web Design as a specified elective option in Year 3.

General Electives or Second Major - 6 credit points

Select from any 100-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of a second major or minor. Any recommended double majors and minors will be included in the major's description.

Year 2 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

Select from the following:

MSP200 Building Enterprise Skills - 3 points
MURDOCH: S1-external, S2-external
DUBAI-ISC: TJD-internal, TMD-internal, TSD-internal

MSP201 Real World Learning - 3 points
MURDOCH: S1-external, S2-external, SUM-external, W-external, Y-external
DUBAI-ISC: TMD-internal, TSD-internal

COM203 Consulting and Freelancing - 3 points
MURDOCH: S1-internal, S2-internal
DUBAI-ISC: TMD-internal

Course Core Unit - 3 credit points

COM200 Communication Research - 3 points
MURDOCH: S1-internal, S1-external
DUBAI-ISC: TJD-internal, TSD-internal

Major Core Units - 9 credit points

COM202 Content Creation - 3 points
MURDOCH: S1-internal
DUBAI-ISC: TMD-internal

COM215 Public Relations in Society - 3 points
MURDOCH: S1-internal
DUBAI-ISC: TJD-internal, TSD-internal

COM214 Communication Strategy and Planning - 3 points
MURDOCH: S2-internal
DUBAI-ISC: TMD-internal

General Electives or Second Major - 9 credit points

Select from any 200- to 400-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of a second major or minor. Any recommended double majors and minors will be included in the major's description.

Year 3 - 24 credit points**Murdoch Spine: Career Learning - 3 credit points**

Select from the following:

MSP201 Real World Learning - 3 points
MURDOCH: S1-external, S2-external, SUM-external, W-external, Y-external
DUBAI-ISC: TMD-internal, TSD-internal

COM306 Specialist Communication - 3 points
Not available this year

COM313 Campus Radio - 3 points
MURDOCH: S1-internal

COM308 Professional Internship - 3 points
MURDOCH: S1-placement, S2-placement, SUM-placement, W-placement

Course Core Unit - 3 credit points

COM300 Communication Project - 3 points
MURDOCH: S2-internal
DUBAI-ISC: TSD-internal

Major Core Units - 6 credit points

COM345 Issues and Crisis Management - 3 points
MURDOCH: S1-internal
DUBAI-ISC: TJD-internal, TSD-internal

COM307 Campaign Management - 3 points
MURDOCH: S2-internal
DUBAI-ISC: TMD-internal

Major Specified Elective - 3 credit points

Select from the following:

COM302 Web Analytics - 3 points
MURDOCH: S1-internal
DUBAI-ISC: TMD-internal

GRD263 Web Design - 3 points
MURDOCH: S1-internal, S2-internal

General Electives or Second Major - 9 credit points

Select from any 200- to 400-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of a second major or minor. Any recommended double majors and minors will be included in the major's description.

PREREQUISITES**Building Enterprise Skills (MSP200)**

Nil.

Campaign Management (COM307)

COM214 Communication Strategy and Planning / MCC204 Public Relations: Contemporary Approaches / PRO204 Public Relations Strategy.

It is also useful if students have successfully completed MCC345 / PRO345 Issues and Crisis Management OR COM345 Issues and Crisis Communication Management

Campus Radio (COM313)

RAD105 Introduction to Radio or RAD301 Creative Radio or EGL122 Writing and Creativity and enrolment in Bachelor of Communications, Bachelor of Creative Media, Bachelor of Arts (B1316) or with the approval of the coordinator.

Career Learning: Managing Your Career (MSP100)

Nil.

Communication Project (COM300)

Enrolment in the Bachelor of Communication AND BAR200 Developing Research Skills and Methods (or another research methods unit, subject to the approval of the unit coordinator); OR enrolment in Radio Minor. □

Communication Research (COM200)

Nil.

Communication Strategy and Planning (COM214)

Nil.

Consulting and Freelancing (COM203)

Nil.

Content Creation (COM202)

Nil.

Critical Web Literacy (COM105)

Nil.

Introduction to Digital Media Skills (COM109)

Nil.

Introduction to Graphic Design (GRD118)

Nil.

Issues and Crisis Management (COM345)

COM214 Communication Strategy and Planning OR PRO204 Public Relations Strategy or MCC204 Public Relations: Contemporary Approaches (or MCC204 Public Relations: Theory and Writing or MSC235 Public Relations: Principles and Writing Practice).

Professional Internship (COM308)

Permission of the Academic Chair □

Public Relations in Society (COM215)

Nil.

Real World Learning (MSP201)

Normally completed an equivalent of 24 credit points

Social Media (COM101)

Nil.

Specialist Communication (COM306)

Nil.

Strategic Communication (COM107)

Nil.

Thinking Communication (COM100)

Nil.

Web Analytics (COM302)

Nil.

Web Design (GRD263)

Personal Study Plan

Unit Sets:

Year	Semester 1	Semester 2
1		
2		
3		
4		