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Sydney City Campus

1696 Bachelor of Communications NEW Student Advising Guide Sydney City Campus Trimester 1 2026

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1696 Bachelor of Communication
(Advertising)

2026 Trimester 1 NEW Student Advising Guide

This Advising Guide has been specifically created for NEW students enrolled in a Bachelor of Communication (Advertising) at Western Sydney University, Sydney City Campus.

This guide provides students with details of the subjects they will need to study to complete their degree. It is divided into 3 sections

1. **Program structure:** subjects are divided into categories (e.g. core, major, and elective).
2. **Subjects per Trimester 2026:** subjects available each trimester.
3. **Recommended sequences:** the recommended order of subjects a student should follow to complete their degree. Sequences have been provided to assist students with planning their enrolment. For more detailed information, students can book in with their Program Convenor or a Student Advisor (see information below).

Study load options

Fulltime study:	Students should select 3 subjects per Trimester (International students are required to study a full-time load)
Part-time study:	Students should select 1-2 subjects per Trimester
Accelerated study:	Students should select 4 subjects per Trimester*

*It is recommended that students should only consider taking 4 subjects per Trimester once they have completed at least one trimester of study at Sydney City Campus.

Subject prerequisites and assumed knowledge

Students should check the handbook entry for more subject information including perquisites, subject levels and assumed knowledge. https://studenthandbook.westernsydney.edu.au/

Advanced Standing

Students who have received Advanced Standing for previous study should make sure they take into account which subjects they have been granted credit for, before selecting their subjects to study at Sydney City Campus. Students with Advanced Standing who have questions about which subjects to select can also contact Dr. Mingming Diao, email m.diao@city.westernsydney.edu.au for personalised program advice.

For more assistance or advice on your Program, you can also make an appointment at Sydney City Campus reception to meet with a Student Adviser or via their online booking system https://calendly.com/student-services-teams Alternatively, you can contact them at studentservices@city.westernsydney.edu.au

For electives, students can use the handbook to search for other undergraduate subjects available at the Sydney City Campus for each Trimester. https://studenthandbook.westernsydney.edu.au/

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Program Structure

This structure applies to students who commenced in 2024 or later. If you commenced prior to 2024 please refer to the previous Advising Guide for details. Qualification for this award requires the successful completion of 240 credit points as per the recommended sequence.

Core Subjects (80 credit points)

COMM1012	Data, Communication and Power
COMM1020	Media Cultures and Industries
COMM1044	Professional Communication
COMM1045	Foundations of the Communication Industry
INFO1004	Data Analysis and Storytelling
COMM2024	Media Law and Ethics
COMM3052	Writing for our Digital Lives
COMM3053	Industry Research Project

Major – Advertising (80 credit points)

Major: Students must complete all subjects listed below (80 cp)

Level 1:	MKTG1001	Advertising: An Introduction
Level 2:	COMM2001	Account and Client Management
	MKTG2001	Advertising: Creative
	MKTG2013	Advertising Strategy
Level 3:	COMM3045	Advertising: Campaigns
	COMM3051	Advertising: Media
	COMM3054	Digital and Social Communication
	COMM3018	Internship

Elective subjects (80 credit points)

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Students may use their elective subjects to complete one or two minors (40 credit points each) from a range of recommended minors, or up to 80 credit points from the wide range of subjects offered by Western Sydney University Sydney City Campus. See the handbook or the Advising Guide for that major, minor and subject details.

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Subjects for commencing students at Sydney City Campus in 2026 by Trimester

The following 2026 schedule of subjects is offered as a guide only and can be subject to change. Students should check their MYSR and the handbook to confirm subjects.

Trimester 1 2026

COMM1012	Data, Communication and Power
INFO1004	Data Analysis and Storytelling
COMM1045	Foundations of the Communication Industry

If students wish to accelerate their degree, they may enrol in the following unit as the 4th unit.

MKTG1001	Advertising: An Introduction

Trimester 2 2026

COMM1044	Professional Communication
COMM1020	Media Cultures and Industries
Elective 1	

If students wish to accelerate their degree, they may enrol in the following unit as the 4th unit.

Elective 2	

Trimester 3 2026

COMM2024	Media Law and Ethics
COMM2001	Account and Client Management
COMM 3053	Industry Research Project

If students wish to accelerate their degree, they may enrol in the following unit as the 4th unit.

COMM3052	Writing for Our Digital Lives

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Recommended sequences

Trimester 1 2026	COMM1012 Data, Communication and Power
Trimester 1 2026	INFO1004 Data Analysis and Storytelling
Trimester 1 2026	MKTG1001 Advertising: An Introduction
Trimester 2 2026	COMM1044 Professional Communication
Trimester 2 2026	COMM1020 Media Cultures and Industries
Trimester 2 2026	Elective 1
Trimester 3 2026	COMM1045 Foundations of the Communication Industry
Trimester 3 2026	COMM2024 Media Law and Ethics
Trimester 3 2026	Elective 2
Trimester 1 2027	COMM2001 Account and Client Management
Trimester 1 2027	MKTG2001 Advertising: Creative
Trimester 1 2027	Elective 3
Trimester 2 2027	MKTG2013 Advertising: Strategy
Trimester 2 2027	COMM3053 Industry Research Project
Trimester 2 2027	Elective 4
Trimester 3 2027	COMM3052 Writing for Our Digital Lives
Trimester 3 2027	COMM3054 Digital and Social Communication
Trimester 3 2027	Elective 5
Trimester 1 2028	COMM3051 Advertising: Media
Trimester 1 2028	Elective 6
Trimester 1 2028	Elective 7
Trimester 2 2028	COMM3045 Advertising: Campaigns
Trimester 2 2028	COMM3018 Internship
Trimester 2 2028	Elective 8

Code:	Core unit	Major unit	Elective unit

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Trimester 1 2026	COMM1012 Data, Communication and Power
Trimester 1 2026	INFO1004 Data Analysis and Storytelling
Trimester 1 2026	COMM1045 Foundations of the Communication Industry
Trimester 1 2026	MKTG1001 Advertising: An Introduction
Trimester 2 2026	COMM1044 Professional Communication
Trimester 2 2026	COMM1020 Media Cultures and Industries
Trimester 2 2026	Elective 1
Trimester 2 2026	Elective 2
Trimester 3 2026	COMM2024 Media Law and Ethics
Trimester 3 2026	COMM2001 Account and Client Management
Trimester 3 2026	COMM3053 Industry Research Project
Trimester 3 2026	COMM3052 Writing for Our Digital Lives
Trimester 1 2027	MKTG2001 Advertising: Creative
Trimester 1 202	COMM3051 Advertising: Media
Trimester 1 2027	Elective 3
Trimester 1 2027	Elective 4
Trimester 2 2027	MKTG2013 Advertising: Strategy
Trimester 2 2027	COMM3054 Digital and Social Communication
Trimester 2 2027	COMM3045 Advertising: Campaigns
Trimester 2 2027	Elective 5
Trimester 3 2027	COMM3018 Internship
Trimester 3 2027	Elective 6
Trimester 3 2027	Elective 7
Trimester 3 2027	Elective 8

Code:	Core unit	Major unit	Elective unit

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1696 Bachelor of Communication (Journalism)

2026 Trimester 1 NEW Student Advising Guide

This Advising Guide has been specifically created for NEW students enrolled in a Bachelor of Communication (Journalism) at Western Sydney University, Sydney City Campus.

This guide provides students with details of the subjects they will need to study to complete their degree. It is divided into 3 sections

1. **Program structure:** subjects are divided into categories (e.g. core, major, and elective).
2. **Subjects per Trimester 2026:** subjects available each trimester.
3. **Recommended sequences:** the recommended order of subjects a student should follow to complete their degree. Sequences have been provided to assist students with planning their enrolment. For more detailed information, students can book in with their Program Convenor or a Student Advisor (see information below).

Study load options

Fulltime study:	Students should select 3 subjects per Trimester (International students are required to study a full-time load)
Part-time study:	Students should select 1-2 subjects per Trimester
Accelerated study:	Students should select 4 subjects per Trimester*

*It is recommended that students should only consider taking 4 subjects per Trimester once they have completed at least one trimester of study at Sydney City Campus.

Subject prerequisites and assumed knowledge

Students should check the handbook entry for more subject information including perquisites, subject levels and assumed knowledge. https://studenthandbook.westernsydney.edu.au/

Advanced Standing

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For electives, students can use the handbook to search for other undergraduate subjects available at the Sydney City Campus for each Trimester. https://studenthandbook.westernsydney.edu.au/

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Program Structure

This structure applies to students who commenced in 2024 or later. If you commenced prior to 2024 please refer to the previous Advising Guide for details. Qualification for this award requires the successful completion of 240 credit points as per the recommended sequence.

Core Subjects (80 credit points)

COMM1012	Data, Communication and Power
COMM1020	Media Cultures and Industries
COMM1044	Professional Communication
COMM1045	Foundations of the Communication Industry
INFO1004	Data Analysis and Storytelling
COMM2024	Media Law and Ethics
COMM3052	Writing for our Digital Lives
COMM3053	Industry Research Project

Major – Journalism (80 credit points)

Major: Students must complete all subjects listed below (80 cp)

Level 1:	COMM1008	News and Media Today
Level 2:	COMM2017	Feature Writing
	COMM2022	Journalism: Research and Investigation
	COMM2027	News Reporting
Level 3:	COMM3025	News Teams
	COMM3055	Digital Story Production
	COMM3056	Constructive News and Solutions Journalism
	COMM3018	Internship

Elective subjects (80 credit points)

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Students may use their elective subjects to complete one or two minors (40 credit points each) from a range of recommended minors, or up to 80 credit points from the wide range of subjects offered by Western Sydney University Sydney City Campus. See the handbook or the Advising Guide for that major, minor and subject details.

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Subjects for commencing students at Sydney City Campus in 2026 by Trimester

The following 2026 schedule of subjects is offered as a guide only <u>and can be subject to change</u>. Students should check their MYSR and the handbook to confirm subjects.

Trimester 1 2026

COMM1012	Data, Communication and Power
INFO1004	Data Analysis and Storytelling
COMM1045	Foundations of the Communication Industry

If students wish to accelerate their degree, they may enrol in the following unit as the 4th unit.

COMM1018	News and Media Today

Trimester 2 2026

COMM1044	Professional Communication
COMM1020	Media Cultures and Industries
Elective 1	

If students wish to accelerate their degree, they may enrol in the following unit as the 4th unit.

Elective 2

Trimester 3 2026

COMM2024	Media Law and Ethics
COMM 3053	Industry Research Project
COMM3052	Writing for Our Digital Lives

If students wish to accelerate their degree, they may enrol in the following unit as the 4th unit.

Elective 3

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Recommended sequences

Trimester 1 2026	COMM1012 Data, Communication and Power
Trimester 1 2026	INFO1004 Data Analysis and Storytelling
Trimester 1 2026	COMM1018 News and Media Today
Trimester 2 2026	COMM1044 Professional Communication
Trimester 2 2026	COMM1020 Media Cultures and Industries
Trimester 2 2026	Elective 1
Trimester 3 2026	COMM1045 Foundations of the Communication Industry
Trimester 3 2026	COMM2024 Media Law and Ethics
Trimester 3 2026	Elective 2
Trimester 1 2027	COMM2022 Journalism: Research and Investigation
Trimester 1 2027	Elective 3
Trimester 1 2027	Elective 4
Trimester 2 2027	COMM2017 Feature Writing
Trimester 2 2027	COMM2027 News Reporting
Trimester 2 2027	COMM3053 Industry Research Project
Trimester 3 2027	COMM3052 Writing for Our Digital Lives
Trimester 3 2027	COMM3025 News Teams
Trimester 3 2027	Elective 5
Trimester 1 2028	COMM3056 Constructive News and Solutions Journalism
Trimester 1 2028	Elective 6
Trimester 1 2028	Elective 7
Trimester 2 2028	COMM3055 Digital Story Production
Trimester 2 2028	COMM3018 Internship
Trimester 2 2028	Elective 8

Code:	Core unit	Major unit	Elective unit

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Sequence A Fast Track (4 units per Trimester)
for students who started their degree in Trimester 1 2026

Trimester 1 2026	COMM1012 Data, Communication and Power
Trimester 1 2026	INFO1004 Data Analysis and Storytelling
Trimester 1 2026	COMM1045 Foundations of the Communication Industry
Trimester 1 2026	COMM1018 News and Media Today
Trimester 2 2026	COMM1044 Professional Communication
Trimester 2 2026	COMM1020 Media Cultures and Industries
Trimester 2 2026	Elective 1
Trimester 2 2026	Elective 2
Trimester 3 2026	COMM2024 Media Law and Ethics
Trimester 3 2026	COMM3053 Industry Research Project
Trimester 3 2026	COMM3052 Writing for Our Digital Lives
Trimester 3 2026	Elective 3
Trimester 1 2027	COMM2022 Journalism: Research and Investigation
Trimester 1 2027	COMM3056 Constructive News and Solutions Journalism
Trimester 1 2027	Elective 4
Trimester 1 2027	Elective 5
Trimester 2 2027	COMM2017 Feature Writing
Trimester 2 2027	COMM2027 News Reporting
Trimester 2 2027	COMM3055 Digital Story Production
Trimester 2 2027	Elective 6
Trimester 3 2027	COMM3025 News Teams
Trimester 3 2027	COMM3018 Internship
Trimester 3 2027	Elective 7
Trimester 3 2027	Elective 8

Code:	Core unit	Major unit	Elective unit

1696 Bachelor of Communication (Public Relations)

This Advising Guide has been specifically created for NEW students enrolled in a Bachelor of Communication (Public Relations) at Western Sydney University, Sydney City Campus.

This guide provides students with details of the subjects they will need to study to complete their degree. It is divided into 3 sections

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For electives, students can use the handbook to search for other undergraduate subjects available at the Sydney City Campus for each Trimester. https://studenthandbook.westernsydney.edu.au/

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Program Structure

This structure applies to students who commenced in 2024 or later. If you commenced prior to 2024 please refer to the previous Advising Guide for details. Qualification for this award requires the successful completion of 240 credit points as per the recommended sequence.

Core Subjects (80 credit points)

COMM1012	Data, Communication and Power
COMM1020	Media Cultures and Industries
COMM1044	Professional Communication
COMM1045	Foundations of the Communication Industry
INFO1004	Data Analysis and Storytelling
COMM2024	Media Law and Ethics
COMM3052	Writing for our Digital Lives
COMM3053	Industry Research Project

Major – Public Relations (80 credit points)

Major: Students must complete all subjects listed below (80 cp)

Level 1:	MKTG1009	Public Relations Theory and Practice
Level 2:	COMM2001	Account and Client Management
	COMM2015	Events Management
	MKTG2012	Public Relations: Strategies and Tactics
Level 3:	MKTG3018	Public Relations: Campaigns
	MKTG3022	Issues Management and Crisis Communication
	COMM3054	Digital and Social Communication
	COMM3018	Internship

Elective subjects (80 credit points)

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Any elective available at Sydney City Campus

Students may use their elective subjects to complete one or two minors (40 credit points each) from a range of recommended minors, or up to 80 credit points from the wide range of subjects offered by Western Sydney University Sydney City Campus. See the handbook or the Advising Guide for that major, minor and subject details.

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Subjects for commencing students at Sydney City Campus in 2026 by Trimester

The following 2026 schedule of subjects is offered as a guide only <u>and can be subject to change</u>. Students should check their MYSR and the handbook to confirm subjects.

Trimester 1 2026

COMM1012	Data, Communication and Power
INFO1004	Data Analysis and Storytelling
COMM1045	Foundations of the Communication Industry

If students wish to accelerate their degree, they may enrol in the following unit as the 4th unit.

Elective 1

Trimester 2 2026

COMM1044	Professional Communication
COMM1020	Media Cultures and Industries
MKTG1009	Public Relations Theory and Practice

If students wish to accelerate their degree, they may enrol in the following unit as the 4th unit.

Elective 2

Trimester 3 2026

COMM2024	Media Law and Ethics
COMM2001	Account and Client Management
COMM 3053	Industry Research Project

If students wish to accelerate their degree, they may enrol in the following unit as the 4th unit.

COMM3052	Writing for Our Digital Lives

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Recommended sequences

Sequence A standard (3 units per Trimester)
for students who started their degree in Trimester 1 2026

Trimester 1 2026	COMM1012 Data, Communication and Power
Trimester 1 2026	INFO1004 Data Analysis and Storytelling
Trimester 1 2026	COMM1045 Foundations of the Communication Industry
Trimester 2 2026	COMM1044 Professional Communication
Trimester 2 2026	COMM1020 Media Cultures and Industries
Trimester 2 2026	MKTG1009 Public Relations Theory and Practice
Trimester 3 2026	COMM2024 Media Law and Ethics
Trimester 3 2026	Elective 1
Trimester 3 2026	Elective 2
Trimester 1 2027	COMM2001 Account and Client Management
Trimester 1 2027	MKTG2012 Public Relations: Strategies and Tactics
Trimester 1 2027	Elective 3
Trimester 2 2027	COMM2015 Events Management
Trimester 2 2027	COMM3053 Industry Research Project
Trimester 2 2027	Elective 4
Trimester 3 2027	COMM3052 Writing for Our Digital Lives
Trimester 3 2027	COMM3054 Digital and Social Communication
Trimester 3 2027	Elective 5
Trimester 1 2028	MKTG3022 Issues, Risk and Crisis Communication
Trimester 1 2028	Elective 6
Trimester 1 2028	Elective 7
Trimester 2 2028	MKTG3018 Public Relations: Campaigns
Trimester 2 2028	COMM3018 Internship
Trimester 2 2028	Elective 8

Code:	Core unit	Major unit	Elective unit

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Sequence A Fast Track (4 units per Trimester)
for students who started their degree in Trimester 1 2026

Trimester 1 2026	COMM1012 Data, Communication and Power
Trimester 1 2026	INFO1004 Data Analysis and Storytelling
Trimester 1 2026	COMM1045 Foundations of the Communication Industry
Trimester 1 2026	Elective 1
Trimester 2 2026	COMM1044 Professional Communication
Trimester 2 2026	COMM1020 Media Cultures and Industries
Trimester 2 2026	MKTG1009 Public Relations Theory and Practice
Trimester 2 2026	Elective 2
Trimester 3 2026	COMM2024 Media Law and Ethics
Trimester 3 2026	COMM2001 Account and Client Management
Trimester 3 2026	COMM3053 Industry Research Project
Trimester 3 2026	COMM3052 Writing for Our Digital Lives
Trimester 1 2027	MKTG2012 Public Relations: Strategies and Tactics
Trimester 1 2027	MKTG3022 Issues, Risk and Crisis Communication
Trimester 1 2027	Elective 3
Trimester 1 2027	Elective 4
Trimester 2 2027	COMM2015 Events Management
Trimester 2 2027	COMM3054 Digital and Social Communication
Trimester 2 2027	MKTG3018 Public Relations: Campaigns
Trimester 2 2027	Elective 5
Trimester 3 2027	COMM3018 Internship
Trimester 3 2027	Elective 6
Trimester 3 2027	Elective 7
Trimester 3 2027	Elective 8

Code:	Core unit	Major unit	Elective unit