



1696 Bachelor of Communication NEW Student Advising Guide Sydney City Campus Trimester 3 2024

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1696 Bachelor Communication (Advertising)

2024 Trimester 3 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 2 sections

1. **Program structure:** subjects divided into categories (e.g. Core, Major, elective).
2. **Subjects per Trimester 2024 & 2025:** subjects available each trimester.

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 prerequisites, subject levels and assumed knowledge. <https://hbook.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://hbook.westernsydney.edu.au/>



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, Mediation, 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.



Subjects for commencing students at Sydney City Campus in 2024 and 2025 by Trimester

The following 2024 and 2025 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 3 2024

COMM1044	Professional Communication
COMM1012	Data, Mediation, Power
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
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Trimester 1 2025

INFO1004	Data Analysis and Storytelling
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	
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Trimester 2 2025

COMM2024	Media Law and Ethics
MKTG2013	Advertising: Strategy
Elective 3	

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

Elective 4	
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1696 Bachelor Communication (Journalism)

2024 Trimester 3 NEW Student Advising Guide

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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

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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://hbook.westernsydney.edu.au/>



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, Mediation, 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

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Trimester 3 2024

COMM1044	Professional Communication
COMM1012	Data, Mediation, Power
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
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Trimester 1 2025

INFO1004	Data Analysis and Storytelling
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	
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Trimester 2 2025

COMM2024	Media Law and Ethics
COMM2017	Feature Writing
COMM2027	News Reporting

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

Elective 3	
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1696 Bachelor Communication (Public Relations)

2024 Trimester 3 NEW Student Advising Guide

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Subject prerequisites and assumed knowledge

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Program Structure

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Core Subjects (80 credit points)

COMM1012	Data, Mediation, 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

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Trimester 3 2024

COMM1044	Professional Communication
COMM1012	Data, Mediation, Power
COMM1045	Foundations of the Communication Industry

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

MKTG1009	Public Relations Theory and Practice
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Trimester 1 2025

INFO1004	Data Analysis and Storytelling
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	
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Trimester 2 2025

COMM2024	Media Law and Ethics
COMM2015	Events Management
Elective 3	

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

Elective 4	
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