



School of Communication

Presentation to current students – PUBLIC COMMUNICATION

Opening: Mai Hansford, Deputy Head of School

Presentation: Susie Khamis, Head of Discipline

Zoom Etiquette for today's session:

- Please keep your microphone to mute as default.
- Use the chat function during the information session if any of the information is unclear.
- We may not get to answer all questions due to the number of attendees.
- Remember that the information will be posted to the website today to also assist you with any questions.



Bachelor of Communication

There are changes to the BComm courses with a new version of the course launching next year.

What does the new course version launching next year look like?

- Core subjects remain the same (3 x 8cp subjects).
- More major subjects – subjects now 6cp instead of 8cp. (8 x 6cp subjects instead of 6 x 8cp subjects)
- Change of major names
 - Public Communication will change to Strategic Communication (with no Public Relations and Advertising split)
 - Creative Writing will change to Writing and Publishing
- Launch of new major – Media Business
- More elective options.





Bachelor of Communication

Why is my course being changed?

- UTS courses are accredited every 5 years. Sometimes this accreditation process results in the phasing out or discontinuation of existing courses or subjects.
- We are responding to student feedback by increasing the number of subjects in each major.
- We are responding to Industry feedback to make students more employable.



Current Course Structure for BComm Courses

CURRENT BCOMM COURSE STRUCTURE			
Core	3 x 8cp subjects		24cps
Major	6 x 8cp subjects		48cps
Cross Disciplinary Electives <i>(All students complete min of 24cps)</i>	3 x 8cp subjects		24cps
Second Major-First year stream	2 x 8cp subjects		16cps
After first year:			
Second Major or Electives			32cps
Second Major ***	4 x 8cp subjects	32cps	
OR			
Electives <i>(Default)</i> <i>(Only students not completing second major)</i>	4 x 8cp subjects	32cps	
		TOTAL	144cps

*** students need to meet eligibility criteria to continue in second major

New Course Structure for BComm Courses (from 2022)

BCOMM COURSE STRUCTURE 2022			
Core	3 x 8cp subjects		24cps
Major	8 x 6cp subjects		48cps
Electives <i>(All students complete min of 24cps)</i>	3 x 8cp subjects OR 4 x 6cp subjects		24cps
Second Major-First year stream	3 x 6cp subjects		18cps
After first year:			
Second Major or Electives			30cps
Second Major (** <i>Default</i>)	5 x 6cp subjects	30cps	
OR			
Electives <i>(Only students not completing 2nd major)</i>	5 x 6cp subjects	30cps	
		TOTAL	144cps

*** students do not need to meet criteria to continue in second major

Bachelor of Communication

What does this mean for you?

- Remain as you are in your current course version – no action required. The course code and course name remain the same.
- You will be able to complete your course and graduate without any delays if you have been following the typical program in the handbook.
- Changes to your study plan will be made prior to enrolment opening for 2022.
- You will be able to undertake some new major subjects as well as some new elective options from 2022.
- No changes to the cross disciplinary electives. They remain at 8cp.

Bachelor of Communication

What subjects should I enrol in for 2022?

- All subjects that you have completed will remain on your course study plan.
- You will be able to undertake the new subject equivalents for your major subjects. These subjects will be 6cp instead of 8cp subjects.
- You will have access to an updated list of elective options as the first three subjects in each major will now be offered as electives. Electives will now be a mixture of 8cp, 6cp and 2cp subjects.

Subject Equivalents from 2022 – Public Communication

CURRENT MAJOR SUBJECTS		SUBJECT EQUIVALENTS FROM 2022	
54040 The Ecology of Public Communication	8cp	52661 Strategic Communication in Society	6cp
54041 Integrated Communication	8cp	52667 The Agency	6cp
Advertising Stream:			
54046 Principles of Advertising	8cp	52662 Creative Advertising	6cp
54047 Advertising Campaign Practice	8cp	52663 Strategic Communication Design	6cp
54048 Brand Advertising Strategies	8cp	52664 Branding and Reputation	6cp
54049 Professional Advertising Practice	8cp	24212 Entrepreneurial Marketing	6cp
Public Relations Stream:			
54042 Principles of Public Relations	8cp	52660 Emergent Public Relations	6cp
54043 Strategic Public Relations	8cp	52663 Strategic Communication Design	6cp
54044 Media Writing Production	8cp	52665 Multimodal Storytelling	6cp
54045 Organisational Communication	8cp	52666 Engagement in Organisations	6cp

Elective options from 2022

- Choose from a longer list of elective options.
- Elective options will now consist of a list of 8cp, 6cp and 2cp subjects.
Students will also be able to choose some early subjects from each major (excluding MAP) as electives.

Subject No	Subject Name	cps	Subject No	Subject Name	cps
52640	Media Law and Ethics	6cp	52712	Global Cinema	6cp
52641	News Now	6cp	52713	Communicating Health and Science	6cp
52642	Multimedia Features	6cp	52714	Professional Internship	6cp
52660	Emergent Public Relations	6cp	52715	Environmental Communication	6cp
52661	Strategic Communication in Society	6cp	52716	Design Thinking for Social Innovation	6cp
52662	Creative Advertising	6cp	52717	Digital Interactive Documentary	6cp
52670	Self and Society	6cp	52718	The Social Life of Technology	6cp
52671	Histories of the Present	6cp	01399	Aboriginal Sydney Now	8cp
52672	Comparing Indigenous Histories and Politics	6cp	03620	Arguments, Evidence and Intuition	8cp
52680	Digital Media Industries	6cp	54098	Becoming Australia	8cp
52681	Understanding Digital Audiences	6cp	54092	Culture: Plugged and Unplugged	8cp
52682	Digital Media Metrics	6cp	54094	Environmental Communication	8cp
52690	Narrative in Theory and Practice	6cp	54097	Online Documentary	8cp
52691	Writing and Editing Foundations	6cp	54091	Professional Internship	8cp
52692	Imagining the Real	6cp	54004	The Future of Work	8cp
52699	Government and Political Communication	6cp	52900	Active Resilience in the Workplace 2cp	2cp
52703	Media Influence	6cp	52901	Navigating Workplace Conflict 2cp	2cp
52710	Climate Justice and Climate Policy	6cp			

Bachelor of Communication

Where can I get more information?

- Check out our [FAQ](#) page on our current student page.
- If your question isn't answered on the [FAQ](#) page, please [Ask UTS](#) as per the usual process.



Bachelor of Communication – Recap of changes

No change to your core subjects	Major subjects will be 6cp – new subject equivalents	No change to cross disciplinary electives
More options in electives – mix of 8cp and 6cp electives	New 2cp subjects to manage any credit point shortfalls	Study plans will be amended prior to 2022 enrolment opening

What sorts of changes have we made?

We have updated and revitalized our subjects to be more integrated, industry-oriented and future focused.

Portfolium: Embedding Digital Portfolio for Employment

Can be used to:

- Create a digital portfolio of your work as a student (academic, volunteering, events)
- Showcase evidence of skills that you developed as a Strategic Communication student at UTS
- Display your CV to attract future employers
- Inspire talking points in future job interviews about your achievements as a UTS student
- Make connections with students, staff and alumni.

The screenshot shows a Portfolium profile for Lauren Finney. The header includes the Portfolium logo, a search bar, and navigation links for Discover, Jobs, LOGIN, and JOIN. The profile banner features a scenic image of a Japanese town with a river and mountains. Below the banner, the user's name 'Lauren Finney' is displayed with a verified badge, followed by a bio: 'Student interested in using public relations to engage on a deeper level with the Japanese international community.' and a URL: 'https://portfolium.com/LaurenFinney'. Navigation tabs for PROFILE, PORTFOLIO, and CONNECTIONS are visible. The main content area is divided into a left sidebar and a main grid. The sidebar includes an Overview section with statistics: 12 Projects, 41 Skills, and 0 Connections. Below this are sections for Education (BA - Japanese (2021) at California State University-Fullerton), Lives In (Fullerton, CA, USA), Skills (Public Relations, 4), and a search bar for 'Lauren's skills...'. The main grid displays three portfolio items, each with a red circle around its title and description: 1. 'Classmate Feature Article' with the description 'This feature article is from my COMM101 Writing for Mass Media course. I had to interview and write...'. 2. 'Creative Writing Essay' with the description 'This is a short, creative writing essay on the issue on wealth and poverty in South Africa done for...'. 3. 'News Release' with the description 'This piece of writing was a news release for my COMM362 Public Relations Writing course. This assignment...'. Each item also shows a 'SHOW' and 'SORT BY' dropdown, a heart icon, and a share icon.

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The screenshot displays a Portfolium profile for Nghi Vo, a student in Professional Communication at RMIT Vietnam. The profile includes a 'CONNECT' button and a list of 6 Skills: Adobe Photoshop, Concept Development, content creation, Copywriting, Ideas Development, and Time Management Skills. Below the skills are 3 Tags: #Advertising, #Concept, and #Copywriting. The profile also shows 3 Likers. The main content is a digital portfolio entry for a KORA advertising campaign, featuring a 'STAFF PICK' badge. The entry includes a large image of three KORA skincare products (Cream Cleanser, Advancing Rose Mist, and Deep Hydration Serum) next to a black and white portrait of a woman. The text on the right side of the image reads 'KORA ORGANICS BY MIRANDA KERR' and 'CREATE YOUR OWN IN-HOUSE FACIAL SPA'. Below the image, there is a caption: 'KORA's market entry advertising campaign for Understanding Advertising Media class'. At the bottom, there is a copyright notice: '© 2021 • All content within this project is strictly the property of Nghi Vo and is not for public use without permission. [Report Abuse](#)'.

Strategic Communication Development – Industry Alignment

New subject **52662 Strategic Communication Design (6cp)** replaces:

- 54047 Advertising Campaign Practice (8cp)
- 54043 Strategic Public Relations (8cp)

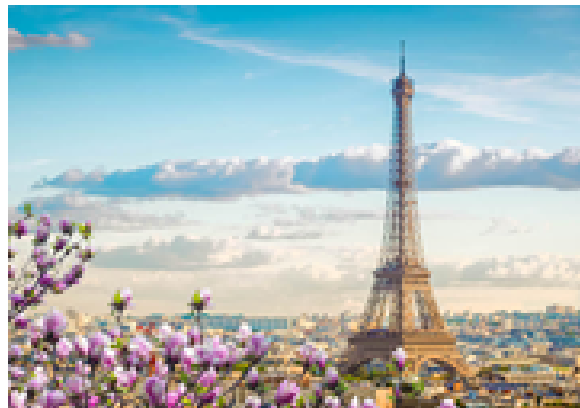
Focus on integrated campaign planning, design and delivery, reflecting recent evolution in practice in both advertising and public relations.

Intersection of advertising with the broader context of marketing will be covered with new subject 24212 Entrepreneurial Marketing, replacing 54048 Professional Advertising Practice.

52664 Branding and Reputation (6cp)

Equivalent Subject 54048 Brand Advertising Strategies (8cp)

This subject examines the evolution and logic of contemporary branding and reputational capital. Students develop a strong understanding of branding principles and learn how these drive consumer perceptions of brand reputations; and they examine how reputations are built, maintained and threatened in various contemporary contexts. Students apply theoretical knowledge and critical concepts – such as crowd cultures, brand equity and image restoration – to contemporary brand campaigns, individuals and organisations, and consider how these sit within culturally diverse, globalised contexts.



52666 Engagement in Organisations (6cp)

Equivalent Subject 54045 Organisational Communication (8cp)

In this subject, students learn about organisational identity as a brand and examine internal communication functions, practices and challenges in organisational settings. Students explore organisational cultures and metaphors, and group/team dynamics. They produce informal and formal communication tactics (both online and offline) for issues and change communication in organisations. Special attention is given to how organisations engage responsibly with Indigenous Australians, including Indigenous members, volunteers, and employees.



52667 The Agency (6cp)

Equivalent Subject 54041 Integrated Communication (8cp)

In this subject, students are allocated to teams that operate as agencies. Each agency responds to an external client brief and pitches a strategy that helps solve the client's problems. Students choose their client from a selection on offer from the for-profit, not-for-profit, or government sectors. As a team, students collaborate with peers as they problem solve and seek creative solutions in their development of an integrated communication strategy for their client. This subject helps students understand industry-standard expectations and equips them with work-ready professional skills and knowledge.



Thank you & questions?

