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## Bachelor of Professional Communication - Plan BP354

[Apply Enquire](#)

You're viewing program information for local students.

RMIT considers you a local student if you are:

- a citizen or permanent resident of Australia, or
- a New Zealand citizen, or

- a person seeking asylum who holds either a: Temporary Protection Visa (TPV), or Safe Haven Enterprise Visa (SHEV) or Bridging Visa E or Humanitarian Stay (Temporary) visa or Temporary Humanitarian Concern Visa.

Asylum seekers who reside in Australia and study onshore are required to pay international onshore tuition fees for higher education courses.

If you are unsure or hold a different visa type, please contact [Study@RMIT](mailto:Study@RMIT) for more information.

#### **Not a local student?**

Switch to international content

**You're viewing program information for international students.**

**RMIT considers you an international student if you are:**

- intending to study on a student visa, or
- not a citizen or permanent resident of Australia, or
- not a New Zealand citizen, or
- not a person seeking asylum who holds either a: Temporary Protection Visa (TPV), or Safe Haven Enterprise Visa (SHEV) or Bridging Visa E or Humanitarian Stay (Temporary) visa or Temporary Humanitarian Concern Visa.

If you are unsure or hold a different visa type, please contact [Study@RMIT](mailto:Study@RMIT) for more information.

#### **Not an international student?**

Switch to local content

Student type:

Domestic

International

Entry score:

ATAR 68.10\*

Duration:

Full-time 3 years

or part-time equivalent

Fees:

Commonwealth Supported Places

Next intake:

February, July

Location:

Melbourne City

Entry score:

See admissions

Duration:

Full-time 3 years

Fees:

AU\$41,280 (2026 annual)

Next intake:

February, July

Location:

Melbourne City

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CRICOS code: 113705E

To graduate you must complete the following: Note: All courses listed may not be available each semester

You must complete a total of 288 credit points. (Twenty-four 12 credit point courses) as follows:

Year 1: Four (4) Foundation courses (48 Credit points) and 48 Credit points from your chosen combination; and

Year 2: Eight (8) Courses (96 Credit points) from your chosen combination; and

Year 3: Eight (8) Courses (96 Credit points) from your chosen combination.

#### List of Combinations

Combination 1: Complete One (1) Major (96 Credit Points) and Three (3) Minors (48 credit points each = total 144 credit points). A minimum of one minor must be from the Media and Communication Minor list

Combination 2: Complete Two (2) Majors (96 Credit Points each = total 192 credit points) and One (1) Minor (48 Credit Points); or

Combination 3: Complete One (1) Major (96 Credit Points), Two (2) Minors (48 credit points each = total 96 credit points) and Four (4) Courses (48 Credit Points) of Program Option courses or University Electives. A minimum of one minor must be from the Media and Communication Minor list

Combination 4: Complete Two (2) Majors (96 Credit Points each = total 192 credit points) and Four (4) Courses (48 Credit Points) of Program Option courses or University Electives.

'Program options' include courses in the Program Options list and all courses listed within each minor.

'University Electives' can be found on the RMIT University Electives webpage.

Details of majors, minors, and program options can be found at the end of the program structure.

NOTE: If you use a course toward the completion of a major or minor, you cannot use that same course again to count toward another major or minor.

NOTE: Not all major and minor fields of study can be undertaken together. Please follow enrolment plans provided to via Enrolment Online for your chosen major.

#### Year One

*Students must complete a series of compulsory onboarding modules during their first semester or study period. Complete the following Four (4) Courses:*

Course Title	Credit Points	Course Code	Campus
<a href="#">Introduction to Advertising</a>	12	MKTG1208	City Campus
<a href="#">Introduction to Digital Communication</a>	12	COMM2906	City Campus
<a href="#">Introduction to Public Relations</a>	12	COMM2929	City Campus
<a href="#">Locating knowledges</a>	12	COMM2907	City Campus

AND Complete Forty-Eight (48) credit points from your selected combination.

AND

#### Year Two

Complete Ninety-Six (96) credit points from your selected combination.

AND

#### Year Three

Complete Ninety-Six (96) credit points from your selected combination.

AND

#### Major List

*List of Major(s):*

AND

Major: Advertising

*Complete 24 credit points from the following:*

Course Title	Credit Points	Course Code	Campus
<a href="#">Message and Media Strategy</a>	12	COMM2908	City Campus

[Creativity for Advertising](#) 12 GRAP3027 City Campus

AND Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Art Direction for Advertising</a>	12	GRAP3028	City Campus
<a href="#">Storytelling for Advertising</a>	12	GRAP3029	City Campus
<a href="#">Creative Advertising Futures</a>	12	COMM2910	City Campus
<a href="#">People and Persuasion</a>	12	COMM2909	City Campus
<a href="#">Client Management</a>	12	COMM2333	City Campus
<a href="#">Persuasive Communication</a>	12	COMM2112	City Campus

AND Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Advertising Professional Practice</a>	12	COMM2911	City Campus
<a href="#">Advertising Capstone Project</a>	12	COMM2912	City Campus

AND

Major: Digital Communication

Complete 72 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Precision Writing for Digital Engagement</a>	12	COMM2913	City Campus
<a href="#">Social Media Communication</a>	12	COMM2872	City Campus
<a href="#">Managing Digital Challenges</a>	12	COMM2914	City Campus
<a href="#">Digital Audiences and Analytics</a>	12	COMM2916	City Campus
<a href="#">Content Creation for Digital Engagement</a>	12	COMM2915	City Campus
<a href="#">Communication Platforms and Industries</a>	12	COMM2917	City Campus
<a href="#">Client Management</a>	12	COMM2333	City Campus
<a href="#">Persuasive Communication</a>	12	COMM2112	City Campus

AND Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Digital Communication Professional Practice</a>	12	COMM2918	City Campus
<a href="#">Digital Communication Capstone Project</a>	12	COMM2919	City Campus

AND

Major: Public Relations

Complete 72 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Advocacy and Voice in Public Relations</a>	12	COMM2920	City Campus
<a href="#">Public Relations Strategy and Planning</a>	12	COMM2937	City Campus
<a href="#">Contemporary Media Relations</a>	12	COMM2921	City Campus
<a href="#">Organisational Communication</a>	12	COMM2922	City Campus
<a href="#">Issues, Risk and Crisis Communication</a>	12	COMM2688	City Campus
<a href="#">Applied Public Relations Research</a>	12	MKTG1510	City Campus
<a href="#">Client Management</a>	12	COMM2333	City Campus
<a href="#">Persuasive Communication</a>	12	COMM2112	City Campus

AND Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Public Relations Professional Practice</a>	12	COMM2923	City Campus
<a href="#">Public Relations Capstone Project</a>	12	COMM2924	City Campus

AND

Minor List

List of Minor(s):

AND

Media and Communication Minors

List of Media & Communication Minors:

AND

Minor: Advertising

Complete 48 credit points from the following:

<b>Course Title</b>	<b>Credit Points</b>	<b>Course Code</b>	<b>Campus</b>
<a href="#">Introduction to Advertising</a>	12	MKTG1208	City Campus
<a href="#">Message and Media Strategy</a>	12	COMM2908	City Campus
<a href="#">Creativity for Advertising</a>	12	GRAP3027	City Campus
<a href="#">Storytelling for Advertising</a>	12	GRAP3029	City Campus
<a href="#">Art Direction for Advertising</a>	12	GRAP3028	City Campus
<a href="#">People and Persuasion</a>	12	COMM2909	City Campus

AND

Minor: Approaches to Popular Culture

Complete 48 credit points from the following:

<b>Course Title</b>	<b>Credit Points</b>	<b>Course Code</b>	<b>Campus</b>
<a href="#">Introduction to Pop Culture</a>	12	COMM2633	City Campus
<a href="#">TV and Screen Cultures</a>	12	COMM1073	City Campus
<a href="#">Music in Pop Culture</a>	12	COMM1081	City Campus
<a href="#">Speculative Futures</a>	12	COMM2874	City Campus
<a href="#">Popular Culture Now</a>	12	COMM2631	City Campus

AND

Minor: Asian Media & Culture

Complete 48 credit points from the following:

<b>Course Title</b>	<b>Credit Points</b>	<b>Course Code</b>	<b>Campus</b>
<a href="#">Contemporary Asian Modernities</a>	12	COMM2878	City Campus
<a href="#">Asian Media and Communication</a>	12	COMM2871	City Campus
<a href="#">Asian Mobilities: Practices, Experiences and Impacts</a>	12	COMM2873	City Campus
<a href="#">Exploring Asian Popular Culture</a>	12	COMM2345	City Campus
<a href="#">Sex, Politics &amp; Social Change in Asia</a>	12	COMM2253	City Campus

AND

Minor: Cinema Studies

Complete 48 credit points from the following:

<b>Course Title</b>	<b>Credit Points</b>	<b>Course Code</b>	<b>Campus</b>
<a href="#">Introduction to Cinema Studies</a>	12	COMM1031	City Campus
<a href="#">Film Criticism: From Early Cinema to the Digital Age</a>	12	COMM2880	City Campus
<a href="#">Border Crossings: Cinema, Community and Nation</a>	12	COMM2876	City Campus
<a href="#">Beyond the Frame: Technologies, Industries and Audiences</a>	12	COMM2875	City Campus
<a href="#">Uses of Film Theory</a>	12	COMM1036	City Campus

AND

Minor: Contemporary Politics & Communication

Complete 48 credit points from the following:

<b>Course Title</b>	<b>Credit Points</b>	<b>Course Code</b>	<b>Campus</b>
<a href="#">Rhetorics &amp; Politics of the Contemporary World</a>	12	COMM2402	City Campus
<a href="#">Politics and Communication</a>	12	COMM2409	City Campus
<a href="#">Changing Economies and Communication</a>	12	COMM2408	City Campus
<a href="#">Screening Politics and Technologies</a>	12	COMM2636	City Campus
<a href="#">Work, Politics and Technology</a>	12	COMM2407	City Campus

AND

Minor: Digital Communication

Complete 48 credit points from the following:

<b>Course Title</b>	<b>Credit Points</b>	<b>Course Code</b>	<b>Campus</b>
<a href="#">Introduction to Digital Communication</a>	12	COMM2906	City Campus
<a href="#">Precision Writing for Digital Engagement</a>	12	COMM2913	City Campus
<a href="#">Social Media Communication</a>	12	COMM2872	City Campus
<a href="#">Digital Audiences and Analytics</a>	12	COMM2916	City Campus
<a href="#">Communication Platforms and Industries</a>	12	COMM2917	City Campus
<a href="#">Managing Digital Challenges</a>	12	COMM2914	City Campus

AND

Minor: Gender Studies

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Introduction to Gender</a>	12	COMM2925	City Campus
<a href="#">Gender, Development and Globalisation</a>	12	HUSO2092	City Campus
<a href="#">Global Feminisms</a>	12	HUSO2388	City Campus
<a href="#">Rethinking Masculinities</a>	12	COMM2926	City Campus
<a href="#">Feminist and Queer Perspectives</a>	12	COMM2879	City Campus
<a href="#">Gender, Communication and Social Change</a>	12	COMM2927	City Campus

AND

Minor: Journalism

Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Journalism Essentials</a>	12	COMM3011	City Campus
<a href="#">Journalism Law and Ethics</a>	12	COMM2836	City Campus

AND Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Fact Checking and Verification</a>	12	COMM2803	City Campus
<a href="#">Journalism Reporting and Writing</a>	12	COMM2835	City Campus
<a href="#">Podcasting</a>	12	COMM2870	City Campus
<a href="#">Photojournalism</a>	12	COMM2640	City Campus

AND

Minor: Literary Studies

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Literature and Decolonisation</a>	12	LANG1375	City Campus
<a href="#">Reading Space and Place</a>	12	COMM2635	City Campus
<a href="#">Literary Environments</a>	12	LANG1374	City Campus
<a href="#">Narrating the Self</a>	12	COMM2638	City Campus
<a href="#">Literature's Ethics</a>	12	COMM2630	City Campus

AND

Minor: Media

Complete 12 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Making Media</a>	12	COMM2674	City Campus

AND Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Media 2</a>	24	COMM2625	City Campus
<a href="#">Media 3</a>	24	COMM2626	City Campus

AND Complete 12 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Live Media</a>	12	COMM2220	City Campus
<a href="#">Podcasting</a>	12	COMM2870	City Campus

AND

Minor: Public Relations

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Introduction to Public Relations</a>	12	COMM2929	City Campus
<a href="#">Advocacy and Voice in Public Relations</a>	12	COMM2920	City Campus
<a href="#">Public Relations Strategy and Planning</a>	12	COMM2937	City Campus
<a href="#">Contemporary Media Relations</a>	12	COMM2921	City Campus
<a href="#">Organisational Communication</a>	12	COMM2922	City Campus
<a href="#">Issues, Risk and Crisis Communication</a>	12	COMM2688	City Campus

AND

Interdisciplinary Minors

List of Interdisciplinary Minors:

AND

Minor: Business & Technology

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Introduction to Business Analytics</a>	12	ISYS3446	City Campus
<a href="#">Introduction to Cybersecurity Governance</a>	12	INTE2584	City Campus
<a href="#">Legal Considerations of Artificial Intelligence, Big Data and Blockchain</a>	12	LAW2604	City Campus
<a href="#">Introduction to Enterprise Artificial Intelligence</a>	12	ISYS3443	City Campus

AND

Minor: Entrepreneurship

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">The Foundations of Entrepreneurship</a>	12	BUSM1311	City Campus
<a href="#">Applied Entrepreneurship</a>	12	BUSM4052	City Campus
<a href="#">Driving Innovation in Organisations</a>	12	BUSM1321	City Campus
<a href="#">Entrepreneurship and Global Challenges</a>	12	BUSM4054	City Campus

AND

Minor: Law & Emerging Technology

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Civil and Criminal Issues in the Digital World</a>	12	LAW2556	City Campus
<a href="#">Intellectual Property Law</a>	12	LAW2537	City Campus
<a href="#">Legal Considerations of Artificial Intelligence, Big Data and Blockchain</a>	12	LAW2604	City Campus
<a href="#">Introduction to Employment Law</a>	12	LAW2472	City Campus

AND

Minor: Marketing

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Marketing Principles</a>	12	MKTG1025	City Campus
<a href="#">Buyer Behaviour</a>	12	MKTG1050	City Campus
<a href="#">Marketing Communication</a>	12	MKTG1041	City Campus
<a href="#">Market Research</a>	12	MKTG1045	City Campus

AND

Minor: Photography

Complete 12 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Photography 101</a>	12	VART3590	City Campus

AND Complete 36 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Photographic Lighting and Representation</a>	12	VART3596	City Campus
<a href="#">Alternative Photographic Processes</a>	12	VART1704	City Campus
<a href="#">Photography and Environment</a>	12	VART3823	City Campus
<a href="#">The Performed Image: Photography and Identity</a>	12	VART3826	City Campus
<a href="#">Documentary Photography</a>	12	VART3817	City Campus
<a href="#">Picturing Power</a>	12	VART3825	City Campus
<a href="#">Counter Investigations</a>	12	VART3815	City Campus
<a href="#">Editorial Photography</a>	12	VART1710	City Campus
<a href="#">Fashion Photography Futures</a>	12	VART3820	City Campus
<a href="#">Translating Spaces: Architectural and Interior Photography</a>	12	VART3828	City Campus
<a href="#">Transforming Objects: Contemporary Product Photography</a>	12	VART3827	City Campus

[Photography Histories and Theories](#) 12 VART3594 City Campus

AND

Program Option List

Program Option Courses:

Course Title	Credit Points	Course Code	Campus
<a href="#">Communication Horizons: Study Tour</a>	12	COMM2928	City Campus
<a href="#">Wicked problems: innovative solutions</a>	12	SOCU2276	City Campus
<a href="#">Media and Communication Internship</a>	12	COMM2639	City Campus

#### Acknowledgement of Country

RMIT University acknowledges the people of the Woi wurrung and Boon wurrung language groups of the eastern Kulin Nation on whose unceded lands we conduct the business of the University. RMIT University respectfully acknowledges their Ancestors and Elders, past and present. RMIT also acknowledges the Traditional Custodians and their Ancestors of the lands and waters across Australia where we conduct our business - Artwork 'Sentient' by Hollie Johnson, Gunaikurnai and Monero Ngarigo.

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