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Bachelor of Communication (Media) - Plan BP221

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 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 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 for more information.

Not an international student?

Switch to local content

Student type:

Domestic

International

Entry score:

ATAR 68.35*

Duration:

Full-time 3 years or 2.5 years accelerated

Part-time 6 years

Fees:

Commonwealth Supported Places

Next intake:

February, July

Location:

Melbourne City

Entry score:

See admissions

Duration:

Full-time 3 years or 2.5 years accelerated

Fees:

AU$41,280 (2026 annual)

Next intake:

February, July

Location:

Melbourne City

- Bachelor of Communication (Media) - Admissions Transparency
- Bachelor of Communication (Media) - Apply
- Bachelor of Communication (Media) - Plan BP221
- Bachelor of Communication (Media) - Plan BP221ACC

CRICOS code: 048667E

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

You must complete a total of 288 credit points as follows:

Complete One Hundred and Fifty-Six (156) credit points of core courses and
Complete One Hundred and Thirty-Two (132) credit points of minors and program option courses.

Students can complete any of the following combinations:

Combination 1: Two (2) minors of 48 Credit Points each (96 Credit Points in total) and 36 Credit Points of option courses

Combination 2: One (1) minor of 48 Credit Points and 84 Credit Points of option courses

'Program option courses' includes courses listed in the School Options list and any courses listed within the minors and can include up to Two (2) University Elective courses of 12 Credit Points each.

Details of minors and program option courses can be found at the bottom of the program structure.

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

Year One of Program

Students must complete a series of compulsory onboarding modules during their first semester or study period. Complete 60 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Media Cultures and Industries	12	COMM3030	City Campus
Making Media	12	COMM2674	City Campus
Media 2	24	COMM2625	City Campus
Country and Story	12	COMM3031	City Campus

AND*Complete 36 credit points from your chosen Minor or School Options listed at the end of this program structure.*

AND

Year Two of Program

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Media 3	24	COMM2626	City Campus
Media 4	24	COMM2627	City Campus

AND*Complete 48 credit points from your chosen Minor or School Options listed at the end of this program structure.*

AND

Year Three of Program

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Media 5	24	COMM2628	City Campus
Media Capstone	12	COMM3008	City Campus
Media Futures	12	COMM3009	City Campus

AND*Complete 48 credit points from your chosen Minor or School Options listed at the end of this program structure.*

AND

Minor: Advertising

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Introduction to Advertising	12	MKTG1208	City Campus
Message and Media Strategy	12	COMM2908	City Campus
Creativity for Advertising	12	GRAP3027	City Campus
Storytelling for Advertising	12	GRAP3029	City Campus
Art Direction for Advertising	12	GRAP3028	City Campus
People and Persuasion	12	COMM2909	City Campus

AND

Minor: Approaches to Popular Culture

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Introduction to Pop Culture	12	COMM2633	City Campus
TV and Screen Cultures	12	COMM1073	City Campus
Music in Pop Culture	12	COMM1081	City Campus

Speculative Futures	12	COMM2874	City Campus
Popular Culture Now	12	COMM2631	City Campus

AND

Minor: Asian Media & Culture

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Contemporary Asian Modernities	12	COMM2878	City Campus
Asian Media and Communication	12	COMM2871	City Campus
Asian Mobilities: Practices, Experiences and Impacts	12	COMM2873	City Campus
Exploring Asian Popular Culture	12	COMM2345	City Campus
Sex, Politics & Social Change in Asia	12	COMM2253	City Campus

AND

Minor: Cinema Studies

Complete 48 credit points from the following:

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

AND

Minor: Contemporary Politics & Communication

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Rhetorics & Politics of the Contemporary World	12	COMM2402	City Campus
Politics and Communication	12	COMM2409	City Campus
Changing Economies and Communication	12	COMM2408	City Campus
Screening Politics and Technologies	12	COMM2636	City Campus
Work, Politics and Technology	12	COMM2407	City Campus

AND

Minor: Digital Communication

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Introduction to Digital Communication	12	COMM2906	City Campus
Precision Writing for Digital Engagement	12	COMM2913	City Campus
Social Media Communication	12	COMM2872	City Campus
Digital Audiences and Analytics	12	COMM2916	City Campus
Communication Platforms and Industries	12	COMM2917	City Campus
Managing Digital Challenges	12	COMM2914	City Campus

AND

Minor: Gender Studies

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Introduction to Gender	12	COMM2925	City Campus
Gender, Development and Globalisation	12	HUSO2092	City Campus
Global Feminisms	12	HUSO2388	City Campus
Rethinking Masculinities	12	COMM2926	City Campus
Feminist and Queer Perspectives	12	COMM2879	City Campus
Gender, Communication and Social Change	12	COMM2927	City Campus

AND

Minor: Impactful Media

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Making Media	12	COMM2674	City Campus
Live Media	12	COMM2220	City Campus
Social Storytelling	12	COMM3022	City Campus
Impact Documentary	12	COMM3020	City Campus
Communicating Sustainability	12	ENVI1137	City Campus
Screening Politics and Technologies	12	COMM2636	City Campus

AND

Minor: Journalism

Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Journalism Essentials	12	COMM3011	City Campus
Journalism Law and Ethics	12	COMM2836	City Campus

AND*Complete 24 credit points from the following:*

Course Title	Credit Points	Course Code	Campus
Fact Checking and Verification	12	COMM2803	City Campus
Journalism Reporting and Writing	12	COMM2835	City Campus
Podcasting	12	COMM2870	City Campus
Photojournalism	12	COMM2640	City Campus

AND

Minor: Literary Studies

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Literature and Decolonisation	12	LANG1375	City Campus
Reading Space and Place	12	COMM2635	City Campus
Literary Environments	12	LANG1374	City Campus
Narrating the Self	12	COMM2638	City Campus
Literature's Ethics	12	COMM2630	City Campus

AND

Minor: News Media with Purpose & Integrity

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Fact Checking and Verification	12	COMM2803	City Campus
Podcasting	12	COMM2870	City Campus
True Lies : Documentary Studies	12	COMM1034	City Campus
Picturing Power	12	VART3825	City Campus
Impact Documentary	12	COMM3020	City Campus

AND

Minor: Photography

Complete 12 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Photography 101	12	VART3590	City Campus

AND*Complete 36 credit points from the following:*

Course Title	Credit Points	Course Code	Campus
Photographic Lighting and Representation	12	VART3596	City Campus
Alternative Photographic Processes	12	VART1704	City Campus
Photography and Environment	12	VART3823	City Campus
The Performed Image: Photography and Identity	12	VART3826	City Campus
Documentary Photography	12	VART3817	City Campus
Picturing Power	12	VART3825	City Campus
Counter Investigations	12	VART3815	City Campus
Editorial Photography	12	VART1710	City Campus
Fashion Photography Futures	12	VART3820	City Campus
Translating Spaces: Architectural and Interior Photography	12	VART3828	City Campus

Transforming Objects: Contemporary Product Photography	12	VART3827	City Campus
Photography Histories and Theories	12	VART3594	City Campus

AND

Minor: Public Relations

Complete 48 credit points from the following:

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

AND

Minor: Visual Politics

Complete 12 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Photography 101	12	VART3590	City Campus
Visualising News	12	COMM3010	City Campus

AND*Complete 36 credit points from the following:*

Course Title	Credit Points	Course Code	Campus
Photojournalism	12	COMM2640	City Campus
Picturing Power	12	VART3825	City Campus
Screening Politics and Technologies	12	COMM2636	City Campus
Documentary Photography	12	VART3817	City Campus
Counter Investigations	12	VART3815	City Campus

AND

School Options

School Options:

Course Title	Credit Points	Course Code	Campus
Advertising Media	12	GRAP2369	City Campus
Creating a Communication Business	12	COMM2337	City Campus
Client Management	12	COMM2333	City Campus
Communicating Brand Narrative	12	COMM2684	City Campus
Communicating the Environment	12	COMM2877	City Campus
Writers on Writing	12	COMM2392	City Campus
Creative Advertising	12	GRAP2311	City Campus
DJs, Digital Rhythms and Dance Cultures	12	PERF2061	City Campus
Feminist and Queer Perspectives	12	COMM2879	City Campus
Film Genre	12	COMM2881	City Campus
Foundations of Public Relations	12	COMM1161	City Campus
General News Reporting	12	COMM2148	City Campus
Interdisciplinary Communication Project	12	COMM2324	City Campus
Media and Communication Internship	12	COMM2639	City Campus
Networked Media	12	COMM2219	City Campus
People and Data	12	COMM2868	City Campus
Influencers in Communication	12	COMM2112	City Campus
Playful Media and Everyday Creativities	12	COMM2869	City Campus
Professional Writing	12	COMM2147	City Campus
Understanding Sports Media	12	COMM2325	City Campus
Storytelling	12	GRAP2317	City Campus
Music Video Culture	12	PERF2062	City Campus
Wicked problems: innovative solutions	12	SOCU2276	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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