Bachelor of Journalism/Bachelor of Business (Advertising, International Business, Public Relations) (IF05)

Year offered: 2011
Admissions: No
CRICOS code: 040312G
Course duration (full-time): 4/4.5 Years (8 or 9 Semesters - students may choose); Int'l - 9 semesters
Domestic Fees (indicative): 2011: CSP $4,209 per semester (indicative)
Domestic Entry: February
International Entry: February and July
QTAC code: 409172
Past rank cut-off: 90
Past OP cut-off: 6
OP Guarantee: Yes
Assumed knowledge: English (4,SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 432
Standard credit points per full-time semester: 48 (Years 1 & 2); 60 (Years 3 & 4)
Course coordinator: Head, Undergraduate Studies (Creative Industries); Dr Claire Gardiner, Director of Undergraduate Studies (QUT Business School)
Discipline coordinator: Professor Alan Knight (Journalism); ASPRO Gayle Kerr (Advertising); Mr Michael Cox (International Business); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point and Kelvin Grove

Discontinuation
Students should note that from Semester 1, 2007 this course has been renamed and recoded to IX36 Bachelor of Business/Bachelor of Journalism. Therefore, there will be no further intake into this course, however, students who are currently enrolled, or have already been made an offer into this current course for 2007, are able to remain enrolled in it.

For course structure information on the new course, please refer to the new course.

Professional Recognition
The Bachelor of Business degree may, subject to choice of major, extended major, or specialisation, allow graduates to satisfy the academic requirements for membership as follows:
*All majors: Chartered Secretaries Australia (CSA) - enrolment in the Graduate Diploma in Applied Corporate Governance.

Business component: Students may be eligible for a membership to a number of professional bodies depending on choice of major and unit selection. Click on the link for more information www.bus.qut.edu.au/study/currentstude/profrecognition.jsp

The Journalism degree is recognised by the Australian Journalists Association section of the Media Entertainment and Arts Alliance.

Course Design
Students are required to complete 432 credit points, comprised of 240 credit points from the Bachelor of Business program and 192 credit points from the Bachelor of Journalism program.

For the Business component, students must complete the 96 credit point QUT Business School Core Units together with a 72 credit point Major and a further 72 credit points in which the student must complete one of the following:
• Double Major,
• Extended Major
• Specialisation.

Important Information for Business Students
QUT Business School rules and procedures are outlined in the QUT Business School Undergraduate Guidelines booklet.
Other useful information can be found on the Student Services website.

Limits on grades of 3
A new policy concerning grades of 3 came into effect from 1 January 2009 (QUT MOPP C/5.2). With effect from this date grades of 3 are no longer considered a conceded or low pass but are classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 retain the conceded pass status and will be counted for graduation purposes up to the maximum number of grades of 3 permitted for your course. Grades of 3 incurred in units that commence after 1 January 2009 will not count towards your degree. Further information is available on the Student Services website.

Course structure for students who commenced in 2006 or earlier

Important Notice
Students who commenced this course in 2006 or earlier should contact their faculty (using the Discipline Contact email address above) for
relevant course enrolment advice.

**Potential Careers:**
Advertising Professional, Marketing Officer/Manager, Media Industry Specialist, Public Relations Officer/Consultant, Publishing Professional.