Bachelor of Creative Industries (Media and Communication)/Bachelor of Business (Advertising, International Business, Public Relations) (IF09)

Year offered: 2011
Admissions: No
CRICOS code: 040286E
Course duration (full-time): 4/4.5 years (8 or 9 Semesters - Students may choose)
Domestic Fees (indicative): 2011: CSP $4,209 per semester (indicative)
Domestic Entry: February
International Entry: February and July
QTAC code: 409182
Past rank cut-off: 82
Past OP cut-off: 9
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: Dr Stephen Harrington (Media & Communication); 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 IX34 Bachelor of Business/Bachelor of Creative Industries. 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.

Overview
Units in media and communication provide both practical skills and contextual understanding of the rapidly growing media and communication industries, preparing graduates for employment in these sectors as they are transformed by digital media development, globalisation and convergence. Students can select business units in either advertising, international business or public relations with areas covered including advertising, public relations, globalisation, international business development and the world economy. For further information see the Bachelor of Creative Industries (Media and Communication) course entry and the Bachelor of Business (Advertising, International Business or Public Relations) course entry in the Business and Tourism section.

Career Outcomes
Media and Communication graduates work as media and communication officers for private sector, government and non-government organisations as well as media researchers and policy developers. Advertising graduates enter the marketplace as copywriters, media planners, account executives, media representatives, product managers and researchers. The international business major equips graduates for careers with companies engaged in international trade, multinational companies, and financial institutions dealing with international marketing and investments. Public relations graduates enter the marketplace as public relations managers and consultants, editors of trade and specialist publications, speechwriters, information officers, corporate communication officers and professionals, and special events managers.

Professional Recognition
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 and enter “Bachelor of Business” in the Course Accreditation search field: http://www.qut.edu.au/assumed-knowledge

Course Design
Students are required to complete 432 credit points comprised of 192 credit points for the Bachelor of Creative Industries component, and 240 credit points for the Bachelor of Business component.

For the Creative Industries (Media and Communication) component, students must complete two (2) Creative Industries QUT Business School Core units (24 credit points) plus ten (10) Media and Communication Discipline units (120 credit points) plus four (4) Unit Options (48 credit points).

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 or
• 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: