

**BA (MASS COMMUNICATION)
COURSE CODE: 158699
ENROLMENT ADVICE
2012**

Congratulations, and welcome to the Bachelor of Arts (Mass Communication) program, which is offered by the School of Media, Culture & Creative Arts.

About the Course

The BA (Mass Communication) program has been running here at Curtin for some fifteen years, and has achieved a great deal of recognition both in Australia and overseas. It is a program that has been designed to provide students like you with a broad understanding of applied media and the necessary skills to enable them to pursue a career in the media or the area of corporate media and communications, combining the specialist media practices of corporate screen production, web media, and journalism with areas such as visual communication for advertising, public relations, marketing, photography and digital design.

Graduates of the program have had a high degree of success in moving quickly into employment, due to the high demand for media practitioners with the unique combination of skills and understandings developed through the course.

The BA (Mass Communication) program is a flexible program which allows a great deal of choice, and it will help you to start thinking about some of the choices you can make now, if you have not already done so. Before you can make those choices, there are a few things you need to know about the structure of the program.

For a normal full-time study program, you will take four 25 credit units each semester. When you fill out your enrolment form, you will be asked to select four units for each semester for the first year. The first thing you need to know is that the four units you choose for second semester in any year can be changed, right up until the start of that semester, so don't feel that you're being "locked in" to something right from the start!

Course Structure

The first year enrolment pattern is more or less standard for all Mass Communication students. It has been designed to make enrolment simpler, to give you a broader base of professional skills than is normally acquired when majoring in a single area, and to keep open your options until second year.

After completing the standard first year, you will be asked to choose two streams (or specialisations), which will fill out the bulk of your upper-level (2nd and 3rd year) study. **One of these streams must be a Media stream**, while the second may be either another Media stream or a stream from Design or one from Business.

Media streams (offered by the School of Media, Culture & Creative Arts)

- Corporate Screen Production
- Journalism
- Web Media

Design streams (offered by the School of Design and Art)

- Visual Communication (Advertising)
- Digital Design
- Photography

Business streams (offered by the Curtin Business School)

- Marketing
- Public Relations

Alongside your Media and other specialisations, you will continue to study theoretical and social issues relating to mass communication professions, practice, and criticism, in the following upper-level units:

Media Studies 216 — Asian Media in Transition
Consumers, Audiences, Publics & Users 212

You will also have a small number of elective units (equal to 100 credit points), allowing you to pursue other academic interests, or to add to your mass communication training by taking more units from the media and other streams.

If you have already undertaken some tertiary education and are seeking Recognition for Prior Learning, you must make an appointment with the Course Coordinator to seek advice on your enrolment.

NB: this enrolment advice is based on proposals awaiting Faculty approval. While every effort has been made to ensure that the information contained in this advice is correct and up to date, offerings may be subject to change.

Course Contacts

For advice on course options, Recognition for Prior Learning, and any other matters relating to course content and structure, please contact the Mass Communication Course Coordinator:

Dr Robert Briggs
r.briggs@curtin.edu.au
08 9266 4795
Bd: 209 Rm: 336

For assistance with online enrolment, access to Oasis, applications for entry or deferred enrolment, and other administrative services, please contact Humanities Student Services:

Humanities Student Services
humanities@curtin.edu.au
08 9266 3400

For assistance with all other matters, including unit coordinator information, please contact the Media, Culture & Creative Arts School Office:

School of Media, Culture & Creative Arts Office
mcca-saso@curtin.edu.au
08 9266 7140

Standard First Year Enrolment

Your First Semester (Sem 2, 2012)

Culture to Cultures 102 (301066)	Design Practice 172 (312001)
Screen Practice 111 (1532)	Web Communications 101 (301516)

Your Second Semester (Sem 1, 2013)

Engaging Media 104 (12194)	Journalism – Introduction to Print 111 (1557) OR Journalism – Introduction to Broadcast 112 (1564)
Making Meanings 103 (311923)	Marketing 100 (10850) OR Public Relations (Principles) 201 (10855)

Note: The standard first year includes two ALTERNATES. The first is a choice between taking Journalism 111, which focuses on print journalism, and Journalism 112, which focuses on broadcast journalism. You may enrol in whichever of these units you prefer.

The second option is a choice between Marketing 100 and Public Relations 201. Students considering taking the Marketing stream in second and third years should enrol in Marketing 100. Students considering Public Relations as a stream should enrol in Public Relations 201.

When enrolling online via My Enrolment in Oasis, you can access the Journalism 112 alternate by clicking the “Alternate” link immediately below the “1557 - Journalism Introduction to Print 111” unit title in the list. Similarly, to access the Public Relations 201 alternate, click the “Alternate” link immediately below the “10850 - Marketing 100” unit title.

For a more detailed explanation of how to enrol online, see the following online guide:

http://oasis.curtin.edu.au/help/estudent/my_study_plan-unit_enrol.cfm

IMPORTANT: the above standard enrolment pattern is fixed and must be followed to ensure minimum timetable clashes and to allow you to progress through to second year. If you are seeking to apply for Recognition of Prior Learning, or have some other reason why you believe you may need to deviate from the above pattern, you **MUST CONTACT THE COURSE COORDINATOR** before completing your enrolment.

Planning Your Upper-level Enrolment

Care needs to be taken when planning your Mass Communication enrolment for each semester to ensure that you meet the requirements of the program whilst giving yourself the freedom to choose stream options and elective units that suit your interests.

The course structure provides space for four elective units to be taken, which may be used to take additional units in your chosen streams, or to take a sequence of units in a third area. The way you choose to use your elective credit will impact on the order in which you take your units.

Most streams require you to take the core units in a particular order, while for some streams required units run only in one semester. The most suitable pattern of enrolment thus varies

depending on which streams you've chosen to study. Generally, however, you should structure your enrolment according to the following table:

	2nd year (200 credits)	3rd year (200 credits)
Sem 1	Media Studies 216 (301070) <i>(first semester only)</i>	Media Stream unit
	Media Stream unit	Second Stream unit
	Second Stream unit	Media Stream unit OR Second Stream unit
	Mass Communication Elective *	Mass Communication Elective
Sem 2	Consumers 212 (12883) <i>(second semester only)</i>	Media Stream unit
	Media Stream unit	Second Stream unit
	Second Stream unit	Media Stream unit OR Second Stream unit
	Mass Communication Elective *	Mass Communication Elective

Use the above table, the details on Stream structures (see pp.6-14) and suggested 4-unit upper-level sequences in compatible areas (see pp.15-16) to guide your enrolment.

* You may choose to defer one (or both) of your 2nd year electives until third year, by taking a stream unit in its place, depending on whether the structure or progression in your chosen stream(s) allows you to do so.

If you are unsure about which units you should enrol in for any given semester or you wish to know more about your options, seek enrolment advice from the Course Coordinator.

Streams: Units and Structure

The following pages contain details of the Streams that may be selected as part of your Mass Communication study. Most Streams include a mix of Core units, which all students enrolled in the Stream must complete, and Option units, which allow students in the Stream to choose from a list of options. In all cases completion of the Stream will open up opportunities for further study in the area (see Course Coordinator for further information).

In selecting your two streams and planning your enrolment, there are a few points to note:

- **Students must choose at least one Media stream:** Journalism, Corporate Screen Production or Web Media. You may choose to take *both* streams from these three choices, or you may select your second stream from Business or Design.
- All streams require you to complete specific first or second year units ('pre-requisites') before enrolling in more advanced units, or require you to be studying that first/second year unit at the same time as the advanced unit (in which case they are called 'co-requisites').
- Each stream begins with a pre-requisite first-year unit (**shown in bold**), which must be completed in order to advance further in the stream. You should have already completed that unit as part of your first year study by the time you choose your two streams. Students who are considering taking either Marketing or Public Relations as a stream should take care to ensure that they choose the relevant prerequisite (Marketing 100 or Public Relations 201) as part of their first year enrolment.
- Pre-requisites and co-requisites are shown (*bracketed and in italics*) under the relevant advanced unit.
- Core units are listed in the order they should be completed in to ensure that all pre-requisites are met. Option units may have pre-requisites, but may otherwise be taken at any time across second and third year.
- Units are available both semesters unless otherwise indicated. The majority of the units in the Web Media, Visual Communication (Advertising), Digital Design and Photography streams are offered only in one semester, which will impact on your study pattern.
- Please consult the standard enrolment pattern (above, p.4) for guidance on which units to enrol in at each stage in your study. For further advice, contact the Course Coordinator.

MEDIA STREAMS (MCCA)

CORPORATE SCREEN PRODUCTION 313823

This stream teaches the skills and concepts of corporate video production. When taken in combination with the other elements of the BA (Mass Communication) this stream provides students with the ability to use the technologies of video production to understand the planning and implementation of corporate production projects. Corporate Screen Production may usefully be combined with the Journalism, Visual Communication (Advertising), Web Media or Digital Design streams.

CORE UNITS:

Screen Practice 111	1532
Multi-Platform Content Creation 222 (<u>Sem 1</u>)	312423
Screen Practice – Studio 221 (<u>Sem 2</u>) (<i>Screen Practice 111</i>)	2588
Corporate Documentary Screenwriting 243 (<u>Sem 1</u>) (<i>Screen Practice 111</i>)	303714
Corporate Documentary Production 334 (<u>Sem 2</u>) (<i>Screen Practice 221 AND Screenwriting 243</i>)	301037

SELECT 1 SCREEN OPTION:

Advertising & Music Videos 233 (<u>Sem 1</u>) (<i>Screen Practice 111</i>) OR	11484
Broadcast Production 324 (<u>Sem 2</u>) (<i>Screen Practice 221</i>) OR	301036
Screen Arts 111	1531

WEB MEDIA 313824

This stream provides a pathway into employment in the rapidly expanding field of web-based media and communications, from web production to online community management. The stream emphasises social media and networking, and all units involve practical components as well as the core concepts to put you at the forefront of web media. Combined with marketing or public relations, you will learn the key skills to work in online marketing and corporate communications; combined with digital design, or screen production you will become a multi-skilled web content producer; combined with journalism, you will be a cross-platform writer and reporter.

CORE UNITS:

Web Communications 101	301516
Web Publishing 206 (<u>Sem 2</u>) (<i>Web Comm 101</i>)	301515
Internet and Everyday Life 102 (<u>Sem 2</u>)	301052
Internet Communities and Social Networks 204 (<u>Sem 1</u>)	301517
Web Media 207 (<u>Sem 1</u>) (<i>Web Comm 101</i>)	301063
Internet Commerce and Consumers 205 (<u>Sem 2</u>)	306026

Note: Students doing Web Media are strongly recommended to use two Mass Communication electives to take the units Web Presence 309 and Web Production 300 in their final year of study. For more advice contact internetstudies@curtin.edu.au.

JOURNALISM 313822

This stream covers journalism theory and practice through print, broadcast and online media, including learning the legal and ethical conditions under which journalism is practised. When taken in combination with the other elements of the Bachelor of Arts (Mass Communication) this stream provides students with the ability to communicate effectively, produce news and current affairs material for print and electronic media, and understand how contemporary news media operate. Journalism may usefully be combined with the streams in Corporate Screen Production, Public Relations, Web Media or Photography.

CORE UNITS:

Journalism — Introduction to Print 111 **1557**

Journalism — Introduction to Broadcasting 112 **1564**

(**Note:** all Mass Communication students take one of the above in first year; students must take the other unit to advance into the upper-level units in the journalism stream)

Journalism Media Law 210 **2596**
(*J111 AND J112 as Pre- or Co-requisite*)

Journalism Media Ethics 211 **3545**
(*J111 AND J112 as Pre- or Co-requisite*)

SELECT 2 JOURNALISM OPTIONS:

Journalism Print News 213 **8885**
(*J111 AND EITHER J210 OR J211*)
OR

Journalism Radio News 212 **2597**
(*J112 AND EITHER J210 OR J211*)
OR

Journalism Television News 215 **3964**
(*J111 AND J112 AND EITHER J210 OR J211*)
OR

Journalism Online Reporting 320 **313854**
(*J111 AND J112 AND EITHER J210 OR J211*)

DESIGN STREAMS (SODA)

VISUAL COMMUNICATION 313825

Visual Communication develops an understanding of the principles and practice of advertising design for print. This stream provides students with an understanding of the creative processes of advertising and the skills to complete an advertising design project. Visual Communication must be combined with one of the Media streams (Journalism, Web Media or Corporate Screen Production).

CORE UNITS:

Design Practice 172	312001
Brand Identity 271 (Year 2, <u>Sem 1</u>) (<i>Design Prac 172</i>)	312003
Brand Communication 272 (Year 2, <u>Sem 2</u>) (<i>Design Prac 172</i>)	312005
Visual Communication 371 (Year 3, <u>Sem 1</u>) (<i>Design Prac 172</i>)	312006
Design for the Future 372 (Year 3, <u>Sem 2</u>) (<i>Design Prac 172</i>)	312009

SELECT 1 VISUAL COMMUNICATION OPTION:

Design Studio 172 (<u>Sem 2</u>) OR	310132
Typography 271 (<u>Sem 1</u>) (<i>Design Prac 172</i>) OR	312002
Visual Process 272 (<u>Sem 2</u>) (<i>Design Prac 172</i>) OR	312004
Graphic Design 371 (Year 3, <u>Sem 1</u>) (<i>Brand Identity 271 AND Brand Comm 272</i>) OR	312007
Advertising Design 371 (Year 3, <u>Sem 1</u>) (<i>Brand Identity 271 AND Brand Comm 272</i>)	312008

DIGITAL DESIGN 313827

The Digital Design stream draws from such areas as web-based design, digital photography, digital illustration and rendering, interactive and experience design, and simulations and modelling. This programme is aimed at developing the essential conceptual, creative and practical skills and knowledge to design products and applications using current and relevant digital technologies. Digital Design must be combined with one of the Media streams (Journalism, Web Media or Corporate Screen Production).

CORE UNITS:

Design Practice 172	312001
Digital Design Studio 271 (Year 2, <u>Sem 1</u>) (<i>Design Prac 172</i>)	312228
Digital Design Studio 272 (Year 2, <u>Sem 2</u>) (<i>Design Prac 172</i>)	312230
Digital Design Technology 371 (Year 3, <u>Sem 1</u>) (<i>Digital Design Studio 272</i>)	312232
Digital Design Production 372 (Year 3, <u>Sem 2</u>) (<i>Digital Design Technology 371</i>)	312234
Interactive Screen Design 222 (Year 2 or 3, <u>Sem 2</u>)	303713

More information about Digital Design offerings, including options not listed here, can be obtained by contacting the Course Coordinator.

PHOTOGRAPHY 313829

Photography develops an understanding of concepts and skills in still photography. This stream provides students with the ability to utilise photography as an integral part of corporate communications. Photography must be combined with one of the Media streams (Journalism, Web Media or Corporate Screen Production).

CORE UNITS:

Design Practice 172	312001
Design Photography 271 (Year 2, <u>Sem 1</u>) (<i>Design Prac 172</i>)	313304
Design Photography 272 (Year 2, <u>Sem 2</u>) (<i>Design Prac 172</i>)	313307
Visual Communication 371 (Year 3, <u>Sem 1</u>) (<i>Design Prac 172</i>)	312006
Design for the Future 372 (Year 3, <u>Sem 2</u>) (<i>Design Prac 172</i>)	312009

SELECT 1 VISUAL COMMUNICATION OPTION:

Image Design Specialism 271 (<u>Sem 1</u>) (<i>Design Prac 172</i>)	313305
OR	
Image Design 272 (<u>Sem 2</u>) (<i>Design Prac 172</i>)	313310

BUSINESS STREAMS (CBS)

MARKETING 313826

Marketing introduces the key skills and knowledge needed for successful marketing. This stream provides students with an understanding of marketing principles, consumer behaviour and a range of specialisations in marketing including international and Internet marketing. Marketing must be combined with one of the Media streams (Journalism, Web Media or Corporate Screen Production).

CORE UNITS:

Marketing 100 **10850**

Consumer Behaviour 201 (Year 2) 9764
(*Marketing 100*)

Integrated Marketing Communications 202 (Year 2) 11016
(*Marketing 100*)

SELECT 3 MARKETING OPTIONS:

Marketing Research 200 9807
(*Consumer Behaviour 201- Pre- or Co-requisite*)

Sales Management 230 3822
(*Marketing 100*)

Tourism and Leisure Marketing 241 311607
(*Marketing 100*)

International Marketing 250 12613
(*Marketing 100*)

Internet Marketing 350 12981
(*Consumer Behaviour 201*)

Retail Marketing & Distribution 311 1866
(*Consumer Behaviour 201*)

Marketing of Services 311 4375
(*Marketing Research 200*)

Strategic Marketing 310 3900
(*Market Research 200*)

Marketing – Professional Practice 300 12593
(*Marketing Research 200*)

PUBLIC RELATIONS 313828

Public Relations develops an understanding of the fundamentals of professional public relations practice. This stream provides students with skills and knowledge in the principles, techniques and specific issues of contemporary public relations. The Public Relations stream must be combined with one of the Media streams (Journalism, Web Media or Corporate Screen Production).

CORE UNITS:

Public Relations (Principles) 201	10855
Public Relations (Techniques) 220 (Year 2, Sem 1) <i>(PR201)</i>	10854
Public Relations (Media) 250 (Year 2, Sem 2) <i>(PR220)</i>	10851
Public Relations (Consultancy) 300 (Year 3, Sem 1) <i>(PR250)</i>	3992
Public Relations (Professional Practice) 393 (Year 3, Sem 2) <i>(PR300 or PR360)</i>	3993

SELECT 1 PUBLIC RELATIONS OPTION:

Public Relations (International) 340 <i>(PR220)</i>	12596
OR	
Public Relations (Corporate) 360 <i>(PR250 Pre- or Co-requisite)</i>	12597

Suggested uses of Elective credit on areas within Mass Communication:

Web Media	Internet Communities and Social Networks 204	Web Publishing 206	Web Media 207	Internet Commerce and Consumers 205
Journalism	Journalism 111 * OR Journalism 112 *	Journalism 210	Journalism 211	Journalism 212 OR Journalism 213 OR Journalism 215
Corporate Screen Production	Multi-Platform 222	Screen Practice 221	Screenwriting 243	Corporate Documentary 334
Marketing **	Consumer Behaviour 201	Integrated Marketing 202	Marketing Research 200	International 250 OR Internet 350 OR Strategic 310 OR Professional Practice 300
Public Relations **	PR (Techniques) 220	PR (Media) 250	PR (Consultancy) 300	PR (International) 340 OR PR (Corporate) 360
Digital Design	Digital Design Studio 271	Digital Design Studio 272	Digital Design Technologies 371	Digital Design Production 372
Visual Communication #	Brand Identity 271	Brand Comm 272	Visual Comm 371	Design for the Future 372
Photography #	Design Photo 271	Design Photo 272	Visual Comm 371	Design for the Future 372

* Students must choose the unit not completed in first year.

** Marketing and Public Relations sequences presume prior completion of the relevant first year unit (Marketing 100 and Public Relations 201 respectively). If the pre-requisite unit has not been completed, it should be taken in Sem 1 of 2nd year before commencing the sequence detailed here.

Students who have chosen Visual Communication or Photography as a Stream should see the Course Coordinator for advice on the appropriate units to take when adding Visual Communication or Photography as a third specialisation.

Suggested uses of Elective credit on areas outside Mass Communication:

Indigenous Australian Cultural Studies	Introduction to Indigenous Australians 101	Indigenous Australian Spirituality 101	Media and Indigenous Issues 213	Indigenous Australian Arts 202 OR Indigenous Australians and Commerce 300
Literary & Cultural Studies	Reading Cultural Representations 101 or Fantasy and Cultural Representation 121	Narrative and Culture 210	Popular Music and Identity 221 OR Popular Fiction and the Social 220 or Moving Words 211	Any 3 rd year unit
Creative Writing	Creative & Professional Writing 110	Creative Writing 120	Writing Poetry 210 OR Writing Short Fiction 210	Experimental Writing 220 OR Writing for Performance 220
Professional Writing	Creative & Professional Writing 110	Writing, Rhetoric and Persuasion 120	Writing & the Zeitgeist 210	Writing for Popular Magazines 221 OR Writing Editing & Publishing 211
Performance Studies	Performance Studies 101	Performance Studies 102	Acting Systems 201 OR The Performer's Voice 211 OR Technical Production for Performance 213	Performing Genres 202 OR The Performer's Body 212 OR Technical Production for Performance 213

Note: the above sequences are recommended on the basis of their academic compatibility with the fields of Mass Communication. It is not possible to guarantee, however, that the scheduling of classes in these units will not conflict with classes in Mass Communication core and option units. Students should check their timetabling and enrolment options in the week prior to the start of each semester.