

# Program Guide

**Program:** BH066 Bachelor of Media and Communication (Honours)

**Plan:** BH066 Bachelor of Media and Communication (Honours)

**Campus:** AUSCY City Campus

**Version:** 1.0

**Status:** Draft

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**Type of Amendment:**

New Program

**Change Description:** The School seeks to replace six existing Honours program with one new program, titled Bachelor of Media and Communication (Hons). The design for this new program is based on a research laboratory driven model, aligned to School and University research themes and industry and community partnerships.

**Change Reason:** The recently formed School of Media and Communication has a large number of Honours programs including: BH053 Bachelor of Communication (Advertising) (Hons) BH054 Bachelor of Communication (Journalism) (Hons) BH055 Bachelor of Communication (Media) (Hons) BH056 Bachelor of Communication (Professional Communication) (Hons) BH057 Bachelor of Communication (Public Relations) (Hons) BH061 Bachelor of Arts (Creative Media) (Hons) The objective is to create a pedagogically innovative Honours program - leveraging the interdisciplinary diversity and expertise of the new School, while improving viability.

**Policy and Programs Committee Status:**

**Policy and Programs Committee Date:**

**Academic Board Status:**

**Academic Board Date:**

**Council Status:**

**Council Date:**

## Program Guide

**Award title:** Bachelor of Media and Communication (Honours)

**Award abbreviation:** BMediaComm (Hons)

**Total credit points:** 96

**Career:** UGRD

**Duration:** Full Time: One (1) Year, Two (2) Semesters. Part Time: Two (2) Years, Four (4) Semesters

**Location:** Onshore, City Campus

**Owning school:** Media and Communication (345H)

**Owning school URL:** [www.rmit.edu.au/mediacommunication](http://www.rmit.edu.au/mediacommunication)

**Partnered Offering/Corporate Client:**

**ASCED Code:** 100700

**CRICOS Code:** TBA

**Proposed introduction:** Semester One, 2012

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## External Accreditation and Industry Links

There is no formal, external accrediting body for the Bachelor of Media and Communication (Honours) program. However, research projects undertaken within the program are able to be aligned to industry in several ways. The primary way in which this occurs is through research projects that choose to investigate a problem with a specific industry sector or company as a partner. A second way in which this occurs is through research projects that develop an industry report as a major research outcome.

## Objectives of the Program

This program intends to develop research capable graduates who will be leaders in media and communication for the twenty first century. The emphasis within honours is on research, whether within a specifically academic, or professional context, and the key objective of the program is to develop sophisticated research skills, as well as the ability to articulate the importance of research to media and communication professionally. Within a time of immense change within these fields, both academically and professionally, this program will help you to negotiate and contribute to knowledge in contemporary media and communication systems. This program will help you learn how to do this through its model of 'process based learning' within an interdisciplinary research context, because these provide the skills relevant for managing such change within industry and research.

## Statement of Capabilities

As an honours graduate you will be able to contextualise, problem solve and respond to critical and creative questions relevant to communication, technology and various media. You will engage with and respond to ideas from your disciplinary experience and extend these using your interdisciplinary and collaborative skills. You will have a knowledge of research as a creative and critical practice as it relates to your individual field and discipline. You will develop as an investigator who demonstrates academic rigour in your own and other disciplines. You will bring research skills and leadership to complex situations including the development of projects and learning and research activities in individual or group pursuit. You will have a deep knowledge of your field and of research praxis, and an enhanced capacity to identify and investigate problems in contemporary media, communication and creative fields. You will offer applied as well as theoretical approaches in responding to these.

As a graduate of honours you will be able to:

- creatively and critically develop meaningful problems within media and communication
- apply research skills and practices to address complex problems
- work collaboratively and ethically in interdisciplinary teams
- develop deep knowledge of your field and its relevance to contemporary media and communication
- use research as an integral part of your creative and critical reflective practice

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- demonstrate leadership through developing projects and collaborative processes
- evaluate the strengths and contributions of your own discipline and the value of other disciplines to research
- undertake sophisticated, self directed research
- explain why your research matters, and to whom, and how to express your research in relevant ways

### Capability Matrix

| Capabilities  | A | B | C | D | E | F |
|---|---|---|---|---|---|---|
| Cap 1: creatively and critically develop meaningful problems within media and communication                           | X |   | X | X |   |   |
| Cap 2: apply research skills and practices to address complex problems  |   | X |   | X | X | X |
| Cap 3: work collaboratively and ethically in interdisciplinary teams  | X | X | X | X |   |   |
| Cap 4: develop deep knowledge of your field and its relevance to contemporary media and communication                 |   | X | X | X | X | X |
| Cap 5: use research as an integral part of your creative and critical reflective practice                             | X |   | X | X |   | X |
| Cap 6: demonstrate leadership through developing projects and collaborative processes                                 |   |   | X | X |   |   |
| Cap 7: evaluate the strengths and contributions of your own discipline and the value of other disciplines to research |   |   | X | X |   |   |
| Cap 8: undertake sophisticated, self directed research  |   |   |   | X | X | X |
| Cap 9: explain why your research matters, and to whom, and how to express your research in relevant ways              |   |   |   | X | X | X |

### Courses

- A: Research Strategies
- B: Media and Communication Futures
- C: Research Laboratory One
- D: Research Laboratory Two

E: Research Practice One  
F: Research Practice Two

## Work Integrated Learning

### Approach to Learning and Assessment

Your learning experiences will contain a mix of learning modes. This will include lectures, seminars, workshops, and individual supervision. They will generally employ a mix of large and small group learning activities, with an emphasis placed upon problem and process based learning in the context of laboratory (studio) based learning. All of your key learning experiences will involve face to face classes. Your learning activities will be a mix of research, writing, making artefacts, and a variety of forms of scholarly, reflective documentation practices.

The program has an emphasis on themed, collaborative investigations that are undertaken in interdisciplinary laboratories because the ability to work collaboratively, across different professional and academic groups, is a key objective for future academic and professional work.

Course assessment in honours is intended to be formative and to help you develop your capabilities as a researcher, whether in a clearly academic or professional/practitioner capacity. Assessment forms and modes will vary across courses, however all assessment is directed to assisting you in achieving the highest possible outcome for your research project. Assessment may include individual and group tasks. The major assessment activity in honours is your research project or thesis.

If you have a long term medical condition, disability and/or other form of disadvantage it may be possible to negotiate to vary aspects of the learning or assessment methods. You can contact the program coordinator or the Disability Liaison Unit if you would like to find out more.

If you have already developed areas of skill and knowledge included in this program (for example, through prior studies or work experience), you can apply for credit once you have enrolled in this program. There is information on the RMIT University website about how to apply for Recognition of Prior Learning (RPL) <http://www.rmit.edu.au/students/enrolment/credit/he>

### Articulation and Pathways

#### Pathways

Pathways refer to related programs for which you may be eligible once you have graduated from your current program.

An honours degree is the most common pathway for students wishing to undertake postgraduate research. Upon successful completion of this program you may be eligible to undertake further studies in related programs at RMIT University, or other universities, including the Master of Arts by Research, Animation and Interactive Media Master of Arts by Research, Creative Writing Master of Arts by Research, Communication Studies Master of Arts by Research, Communication Doctor of Philosophy (PhD), and Creative Media Doctor of Philosophy (PhD).

### Entrance requirements

Entry to the Bachelor of Media and Communication (Honours) requires a minimum GPA of 3, or its equivalent, in a relevant undergraduate program, and for international on-shore applicants:

- IELTS - 7.0+ (no band less than 6.5)
- TOEFL - Paper Based = 600+ (TWE 5.0+)
- TOEFL - Computer Based = 250+ (TWE 5.0+)
- TOEFL - Internet Based (iBT) = overall score of 100, writing minimum 24, all other sections minimum 22
- TOEFL – Advanced Level REW

### Library, IT and specialist resources

#### RMIT Library

As a student enrolled in a program at RMIT University you can access the extensive services, facilities and study space provided by the Library. You can access books, journals and other course related materials, such as DVDs, past exams, newspapers and e-books. Through our document delivery service you can also request items from any library in the world.

Computers for study are available at every Library site, where you can access the Internet, myRMIT ([www.rmit.edu.au/myrmit](http://www.rmit.edu.au/myrmit)) or Library e-resources. If you have a laptop you can access the RMIT University wireless network in the Library. Library staff can show you how to find information for your assignments or you can work through web-based tutorials or use our online Ask a Librarian service.

The Library is continually expanding our electronic collections to make it easier for you to get the information you need when you need it. All RMIT University students have unlimited access to quality electronic resources such as, e-books, e-journals and newspapers.

You can find more information on Library resources and services at: <http://www.rmit.edu.au/library>

### Online learning tools and content

You can access online learning tools and content for your program and associated courses at myRMIT [www.rmit.edu.au/myrmit](http://www.rmit.edu.au/myrmit)

### Services available to you as a student at RMIT University

RMIT University provides a wide range of resources and opportunities to assist your learning and wellbeing so you can achieve your study and career goals. Services are available face to face and online assisting with:

- transition to tertiary study and learning
- study skills, academic skills including literacy, mathematics and basic sciences if relevant
- enabling assistance if you have a disability, long term medical condition or other form of disadvantage which may impact on your learning
- career development and employment
- living and wellbeing (including advice on health, housing and financial matters)
- opportunities for scholarships, leadership and study abroad
- opportunities for participating in arts, sport, recreation, fitness activities as well as student activism and university governance

We also offer a friendly and supportive environment for Aboriginal and Torres Strait Islander students.

You can find more information at [www.rmit.edu.au/students](http://www.rmit.edu.au/students)

### Student expenses and charges in addition to fees

Once you are enrolled as a student in this program you will need to allow for expenses other than university tuition fees. Additional expenses may relate to the purchase of lecture notes, textbooks, stationery, consumables such as printer paper, fees levied by commercial internet service providers for internet access outside of the university campus, and other relevant costs.

### Program Transition Plan

If you were enrolled in any of the existing School of Media and Communication Honours programs in 2011 (see table below), and will not complete until 2012 (because you are part time, have deferred your place, or have taken a Leave of Absence during 2011) then you can complete the final year of your original program in 2012. You will also have the option to change your enrolment and complete your honours degree within the new program.

While there are changes to the core courses in the new program you will obtain credits in this program for all Credit Points earned and taken in any previously approved program structure for any of the 2011 School of Media and Communication Honours programs (as listed below).

#### Support for Transitioning Students

If your degree structure has become irregular through deferment, leave of absence, reduced load, or the failure of individual courses, you will be supported in completing a study plan on a case by case basis.

| 2011 Program Code | Program Title  |
|-------------------|--|
| BH053             | Bachelor of Communication (Advertising-Creative) (Honours)       |
| BH054             | Bachelor of Communication (Journalism) (Honours)                 |
| BH055             | Bachelor of Communication (Media) (Honours)                      |
| BH056             | Bachelor of Communication (Professional Communication) (Honours) |
| BH057             | Bachelor of Communication (Public Relations) (Honours)           |
| BH061             | Bachelor of Arts (Creative Media) (Honours)                      |

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If you have enrolled in any of the above programs in 2011 you can complete your existing program plan in 2012, or elect to change your program to BH066, Bachelor of Media and Communication (Honours).

### Program Structure

To graduate you must complete the following:

You need to successfully complete all courses in the program to be eligible to apply for graduation in the Bachelor of Media and Communication (Honours) program. There are no electives available in this program.

Year One of Program - Full Time

*Semester One - Complete the following Four (4) Courses:*

| Course Title                               | Credit Points | Course Code | Campus      |
|--|---------------|-------------|-------------|
| Media and Communication Futures            | 12            | COMM2473    | City Campus |
| Research Strategies - Design/Creative Arts | 12            | COMM2353    | City Campus |
| Research Laboratory One                    | 12            | COMM2474    | City Campus |
| Research Practice One                      | 12            | COMM2476    | City Campus |

AND

*Semester Two - Complete the following Two (2) Courses:*

| Course Title            | Credit Points | Course Code | Campus      |
|-------------------------|---------------|-------------|-------------|
| Research Laboratory Two | 24            | COMM2475    | City Campus |
| Research Practice Two   | 24            | COMM2477    | City Campus |

OR

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Year One of Program - Part Time

*Semester One - Complete the following Two (2) Courses:*

| Course Title                    | Credit Points | Course Code | Campus      |
|---------------------------------|---------------|-------------|-------------|
| Media and Communication Futures | 12            | COMM2473    | City Campus |
| Research Laboratory One         | 12            | COMM2474    | City Campus |

AND

*Semester Two - Complete the following One (1) Course:*

| Course Title            | Credit Points | Course Code | Campus      |
|-------------------------|---------------|-------------|-------------|
| Research Laboratory Two | 24            | COMM2475    | City Campus |

AND

Year Two of Program - Part Time

*Semester One - Complete the following Two (2) Courses:*

| Course Title                               | Credit Points | Course Code | Campus      |
|--|---------------|-------------|-------------|
| Research Strategies - Design/Creative Arts | 12            | COMM2353    | City Campus |
| Research Practice One                      | 12            | COMM2476    | City Campus |

AND

*Semester Two - Complete the following One (1) Course:*

| Course Title          | Credit Points | Course Code | Campus      |
|-----------------------|---------------|-------------|-------------|
| Research Practice Two | 24            | COMM2477    | City Campus |

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