

# BACHELOR OF COMMUNICATION



Study in New Zealand's hub of information and government to gain the specialist, intercultural, and transferable expertise in communication required for a range of future careers.

In today's information-saturated society, communication plays a formidable role in shaping and reflecting our social, cultural, industrial, creative, and civic world. This dynamic sector requires employees who are agile and innovative in the face of changing technologies and industries. With Victoria University of Wellington's Bachelor of Communication (BC), you will gain the skills and knowledge to analyse, develop, and expand the potential of communication in a range of industries and institutions.

Our Wellington location puts us at the heart of New Zealand's public-facing institutions, from government to the public sector and non-governmental organisations, as well as arts organisations and the commercial sector, all of which need to be able to communicate effectively both internally and to a wider audience. No other university in New Zealand can prepare you for such a variety of communications-related jobs.


The BC is interdisciplinary, ensuring a comprehensive base of knowledge and a unique set of pathways. The degree is offered through several schools within the Faculty of Humanities and Social Sciences: the School of English, Film, Theatre, and Media Studies; the School of Languages and Cultures; the School of Linguistics and Applied Language Studies; the School of History, Philosophy, Political Science and International Relations; Te Kawa a Māui / the School of Māori Studies; and the International Institute of Modern Letters; as well as the Faculty of Science. The diversity of majors offered reflects the widespread nature of the communications sector and the importance of intercultural communication within a New Zealand and globalised context.


A key focus of the degree is applied theory, which combines research rigour with practical relevance for the workplace. Our aim is to create engaged and effective communications professionals with the ability to think critically and creatively in a sphere characterised by huge influence and rapid change.


## FIND OUT MORE ABOUT THIS DEGREE

 [www.victoria.ac.nz/bc](http://www.victoria.ac.nz/bc)

FACULTY OF HUMANITIES AND SOCIAL SCIENCES  
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 04 463 5745

 [fhss-enquiries@vuw.ac.nz](mailto:fhss-enquiries@vuw.ac.nz)

 [www.victoria.ac.nz/fhss](http://www.victoria.ac.nz/fhss)

## POTENTIAL CAREERS

Victoria University of Wellington's strong relationships with key players in the communications sector means that the expertise you acquire through the Bachelor of Communication will be relevant and attractive to employers; courses involving public sector and political communication draw deeply on these connections.

The BC will prepare you for a career in creative industries, government, internal communications, media or public relations, non-governmental organisations and social advocacy groups, policy development, or the public sector.

**i** [www.victoria.ac.nz/careers](http://www.victoria.ac.nz/careers)

## POSTGRADUATE OPPORTUNITIES

A BC can lead to further study in our Honours, Master's, and PhD programmes in a range of subject areas. We also offer an array of specialist graduate and postgraduate diplomas.

**i** [www.victoria.ac.nz/fhss/postgraduate](http://www.victoria.ac.nz/fhss/postgraduate)

## SCHOOL SUBJECTS

You can start any BC major from an introductory level in your first year.

## MAJORS

- Intercultural Communication
- Literary and Creative Communication
- Media Studies
- Political Communication
- Science Communication

## Core courses

- COMS 101 Introduction to Communication Studies
- COMS 201 Approaches to Communication Research
- COMS 202 Communication and Society
- COMS 203 Organisational Communication
- COMS 301 Applied Communication Project
- COMS 302 Communication, Information, and Digital Technologies

## Approved complementary minors

The minors below are associated with particular Bachelor of Communication majors; contact your student adviser ([fhss-enquiries@vuw.ac.nz](mailto:fhss-enquiries@vuw.ac.nz)) for more information.

- Any language major or minor listed in the BA regulations
- Any Bachelor of Science subjects, except the Science in Society minor
- Asian Studies
- Creative Writing
- Design for Social Innovation
- English Literature
- Film
- International Relations

- Linguistics
- Media Design
- Political Science
- Public Policy
- Teaching English to Speakers of Other Languages
- Theatre

## DEGREE REQUIREMENTS

Three years of full-time study.

A total of 360 points is required:

- a maximum of 180 points at 100 level
- at least 180 points at 200 and 300 level
- at least 240 points from courses listed for the BC (core courses and courses in major)
- at least 60 points from approved complementary minor courses (in addition to the prerequisites for these courses).

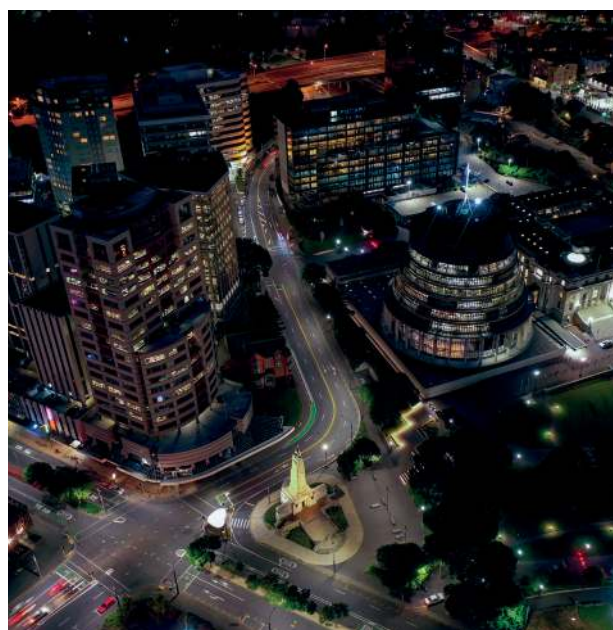
You must include the following core courses:

- COMS 101, MDIA 102
- COMS 201, 20 further points from COMS 200–299
- COMS 301, 20 further points from COMS 300–399.

In addition, you must satisfy the requirements of:

- one major subject selected from the options over the page
- one minor in an approved complementary subject, to develop specific expertise outside the BC.

A minor comprises at least 60 points from the relevant subject area at 200 level or above, of which at least 15 points must be at 300 level. No 300-level course may be counted towards a major or another minor. Many courses have specific prerequisites, so you will normally need to start studying subjects you wish to minor in during your first year. Some minors (for example, Creative Writing) have specific required courses as listed in the relevant degree regulations.





## MAJOR REQUIREMENTS

The requirements listed below are the requirements in order to complete a major; regulatory degree requirements are listed in the University's *Calendar*.

In most cases, the courses listed under (a) of the major requirements below are what you need to take in your first year. To find out details of what a particular course is about and when it is timetabled, look in the subjects and courses pages (from page 125).

### Intercultural Communication

- a) 40 points from CHIN, FREN, GERM, GREE, ITAL, JAPA, LATI, MAOR, NZSL, SAMO, SPAN 100–199.
- b) 40 points from ICOM 200–299.
- c) 40 points from ICOM 300–399.

Approved complementary minors are Asian Studies, Linguistics, Teaching English to Speakers of Other Languages, and any language major or minor subject area listed in the BA regulations.

### Literary and Creative Communication

- a) LCCM 171, ENGL 172.
- b) 40 points from LCCM 200–299, WRIT 203.
- c) 40 points from LCCM 300–399.

Approved complementary minors are Creative Writing, English Literature, Film, and Theatre.

### Media Studies

- a) 40 points from MDIA 100–199.
- b) 40 points from MDIA 200–299.
- c) 40 points from MDIA 300–399.
- d) 20 further points from MDIA 200–399.

Approved complementary minors are Design for Social Innovation, Film, Media Design, and Theatre.

### Political Communication

- a) 40 points from POLS 101–199, INTP 101–199.
- b) 40 points from PCOM 200–299.
- c) 40 points from PCOM 300–399.

Approved complementary minors are International Relations, Political Science, and Public Policy.

### Science Communication

- a) SCIS 101.
- b) SCIS 211, 213.
- c) SCIS 311; (CREW 352 or SCIS 314); and 15 further points from SCIS 300–399.
- d) 20 points from COMS 300–399.

Approved complementary minors include any of the subjects listed in the BSc regulations except the Science in Society minor.

## BC SUBJECTS IN OTHER DEGREES

When one of the subjects listed on the previous page—other than Media Studies—is taken as a major or minor in another Bachelor degree, a number of BC core courses must be taken.



## DEGREE EXAMPLES

### Bachelor of Communication majoring in Intercultural Communication, with a minor in Asian Studies

Year 1		Year 2		Year 3	
1/3	2/3	1/3	2/3	1/3	2/3
CHIN 101 20 points	CHIN 102 20 points	COMS 201 20 points	ASIA 201 20 points	COMS 301 20 points	COMS 303 20 points
COMS 101 20 points	MDIA 102 20 points	ICOM 201 20 points	ICOM 202 20 points	ICOM 301 20 points	ICOM 302 20 points
ASIA 101 20 points	POLS 112 20 points	COMS 203 20 points	ASIA 208 20 points	ASIA 301 20 points	FHSS 302 20 points
60 points	60 points	60 points	60 points	60 points	60 points
120 points		120 points		120 points	

Total points required: 360  
Total points completed: 360

### Bachelor of Communication majoring in Media Studies, with a minor in Film

Year 1		Year 2		Year 3	
1/3	2/3	1/3	2/3	1/3	2/3
COMS 101 20 points	MDIA 102 20 points	COMS 201 20 points	COMS 202 20 points	COMS 301 20 points	COMS 302 20 points
MDIA 103 20 points	ARTH 114 20 points	MDIA 221 20 points	MDIA 206 20 points	MDIA 301 20 points	MDIA 304 20 points
FILM 101 20 points	FILM 102 20 points	MDIA 207 20 points	FILM 210 20 points	FILM 205 20 points	FILM 301 20 points
60 points	60 points	60 points	60 points	60 points	60 points
120 points		120 points		120 points	

Total points required: 360  
Total points completed: 360

### Conjoint BA/BC: Bachelor of Arts majoring in Political Science and International Relations, and a Bachelor of Communication majoring in Political Communication

Year 1		Year 2		Year 3		Year 4		Year 5
1/3	2/3	1/3	2/3	1/3	2/3	1/3	2/3	1/3
POLS 112 20 points	POLS 114 20 points	COMS 201 20 points	COMS 202 20 points	INTP 313 20 points	PCOM 302 20 points	PCOM 301 20 points	INTP 372 20 points	PUBL 310 20 points
INTP 113 20 points	MDIA 102 20 points	PUBL 201 20 points	INTP 245 20 points	INTP 250 20 points	POLS 231 20 points	COMS 301 20 points	COMS 302 20 points	POLS 383 20 points
COMS 101 20 points	POLS 111 20 points	PCOM 201 20 points	POLS 232 20 points	PCOM 203 20 points	PUBL 210 20 points	POLS 207 20 points	POLS 378 20 points	MAOR 123 20 points
60 points	60 points	60 points	60 points	60 points	60 points	60 points	60 points	60 points
120 points		120 points		120 points		120 points		60

#### Key

Core	Major	Minor	Elective	BA major 1	BA major 2
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