



Bachelor of Communication

Study in New Zealand's centre of information, government, and culture to gain the specialist, interdisciplinary, 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 our Tohu Paetahi Whakawhiti Kōrero—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.

Communications is the exchange of information and ideas between individuals or groups. It encompasses various forms of verbal, non-verbal, written, and visual communication, as well as the technologies and platforms used to convey messages. For human interaction, relationships, and societies to be harmonious, communication is essential. In the context of a Bachelor of Communication degree, we delve into the theories, practices, and techniques involved in effective communication across different mediums, such as advertising, digital media, public relations, and social media. You will learn how to analyse audiences, craft compelling messages, and navigate the complexities of contemporary communication landscapes.

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 an external audience. We will prepare you for a remarkable variety of communications-related jobs.

The BC is interdisciplinary, ensuring a comprehensive base of knowledge and an unparalleled set of pathways. The degree is offered through several schools within Te Wāhanga Aronui—Faculty of Humanities and Social Sciences, as well as Te Wāhanga a Manaia—Faculty of Science and Engineering and Ōrauāriki—the Wellington School of Business and Government. The diversity of majors offered reflects the widespread nature of the communications sector and the importance of 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 rapid change.

CAREER OPPORTUNITIES

The University's strong relationships with key players in the communications sector mean 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, the commercial sector, government, internal communications, media or public relations, non-governmental organisations and social advocacy groups, policy development, or the public sector.

i wgtn.ac.nz/careers



FIND OUT MORE

✉ info@vuw.ac.nz

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POSTGRADUATE STUDY

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

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SCHOOL SUBJECTS

You can start any BC major from an introductory level in your first year. There are no prerequisite subject requirements.

DEGREE REQUIREMENTS

Three years of full-time study.

A total of 360 points is required.

You must include the following core courses:

- ▶ COMS 101, MDIA 102
- ▶ COMS 201, one further course from COMS 200–299
- ▶ COMS 301, one further course from COMS 300–399.

In addition, you must satisfy the requirements of:

- ▶ one major subject selected from the options right
- ▶ one minor or major in an approved complementary subject, to develop specific expertise.

For more information about minors, see pages 51 and 87.

MAJORS AND APPROVED COMPLEMENTARY SUBJECTS

| Major | Approved complementary majors and minors |
|-------------------------------------|---|
| Intercultural Communication | Asian Studies, International Business, Language Sciences, Māori Studies, Pacific Studies, and any language major or minor listed in the BA regulations |
| Language Sciences | Cultural Anthropology, Data Science, Intercultural Communication, Political Science, Psychological Science, and any language major or minor listed in the BA regulations |
| Literary and Creative Communication | Creative Writing, English Literature, Film, and Theatre |
| Marketing Communication | Asian Studies, Health Promotion, Information Systems, International Business, Māori Studies, Media Studies, Pacific Studies, Political Communication, and any language major or minor subject area listed in the BA regulations |
| Media Studies | Communication Design, Design for Social Innovation, Film, Marketing Communication, Media Design, Political Communication, Popular Music Studies, and Theatre |
| Political Communication | International Relations, Marketing Communication, Media Studies, Political Science, and Public Policy |
| Science Communication | Any of the subjects listed in the Bachelor of Science regulations, except the Science in Society minor (see page 151) |

MAJOR REQUIREMENTS

It is recommended that you apply for admission as soon as possible (see page 28 for details).

The requirements listed below are those needed to complete a major; degree regulations are listed in the University's *Calendar*.

In most cases, the courses listed under the major requirements below are what you need to take in your first year.

Depending on your minor, you may only need to take one course in that subject in your first year.

Intercultural Communication (ICOM)

First year

| Trimester 1 (1/3) | Trimester 2 (2/3) |
|--------------------|-------------------|
| COMS 101 | MDIA 102 |
| Additional course* | ICOM 101 |
| Minor course | Minor course |

*Choose from LANG 110 or any 100-level course from: ANTH, ASIA, CHIN, CLAS, FREN, GERM, GREE, JAPA, LANG, LATI, MAOR, NZSL, PASI, SAMO, SPAN.

Second year: COMS 201, one course from COMS 200–299, two courses from ICOM 200–299.

Third year: COMS 301, one course from COMS 300–399, two courses from ICOM 300–399.

Approved complementary minors and majors are Asian Studies, International Business, Language Sciences, Māori Studies, Pacific Studies, and any language major or minor subject area listed in the BA regulations.

Language Sciences (LSCI)

First year

| Trimester 1 (1/3) | Trimester 2 (2/3) |
|-------------------|-------------------|
| COMS 101 | MDIA 102 |
| LSCI 101 | LSCI 111 |
| Minor course | Minor course |

Second year: COMS 201, one course from COMS 200–299, LSCI 210, and LSCI 201 or LSCI 211.

Third year: COMS 301, one course from COMS 300–399, two courses from LSCI 300–399, one course from LSCI 100–399 or COMS 201.

For a specialisation in Applied Linguistics, include LSCI 201, LSCI 301, LSCI 310, and one further course in any language in the BA other than English.

For a specialisation in Linguistics, include LSCI 211 and three further courses from LSCI 310–399 or NZSL 311.

Approved complementary minors and majors are Cultural Anthropology, Data Science, Intercultural Communication, Political Science, Psychological Science, and any language major or minor listed in the BA regulations.

Literary and Creative Communication (LCOM)

First year

| Trimester 1 (1/3) | Trimester 2 (2/3) |
|-------------------|-------------------|
| COMS 101 | MDIA 102 |
| LCCM 171 | LCCM 172 |
| Minor course | Minor course |

Second year: COMS 201, one course from COMS 200–299, two courses from LCCM 200–299, WRIT 203.

Third year: COMS 301, one course from COMS 300–399, two courses from LCCM 300–399.

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

Marketing Communication (MKCO)

First year

| Trimester 1 (1/3) | Trimester 2 (2/3) |
|-------------------|-------------------|
| COMS 101 | MDIA 102 |
| MARK 101 | Elective course |
| Minor course | Minor course |

Second year: MARK 201, MARK 202, MARK 212, MARK 213.

Third year: MARK 301 and two courses from MARK 311, MARK 323, MARK 324.

Approved complementary minors or second majors are Asian Studies, Health Promotion, Information Systems, International Business, Māori Studies, Media Studies, Pacific Studies, Political Communication, and any language major or minor subject area listed in the BA regulations.

Media Studies (MDIA)

First year

| Trimester 1 (1/3) | Trimester 2 (2/3) |
|-------------------|-------------------|
| COMS 101 | MDIA 102 |
| MDIA 101 | Elective course |
| Minor course | Minor course |

Second year: COMS 201, one course from COMS 200–299, two courses from MDIA 200–299.

Third year: COMS 301, one course from COMS 300–399, two courses from MDIA 300–399, and one course from COMS 201, MDIA 200–399.

Approved complementary minors and majors are Communication Design, Design for Social Innovation, Film, Marketing Communication, Media Design, Political Communication, Popular Music Studies, and Theatre.

Political Communication (PCOM)

First year

| Trimester 1 (1/3) | Trimester 2 (2/3) |
|-------------------------------|-------------------------------|
| COMS 101 | MDIA 102 |
| POLS or INTP 100-level course | POLS or INTP 100-level course |
| Minor course | Minor course |

Second year: COMS 201, one course from COMS 200–299, two courses from PCOM 200–299.

Third year: COMS 301, one course from COMS 300–399, two courses from PCOM 300–399, MDIA 303.

Approved complementary minors and majors are International Relations, Marketing Communication, Media Studies, Political Science, and Public Policy.

Science Communication (SCOM)

First year

| Trimester 1 (1/3) | Trimester 2 (2/3) |
|-------------------|-------------------|
| COMS 101 | MDIA 102 |
| SCIS 101 | Elective course |
| Minor course | Minor course |

Second year: COMS 201, one course from COMS 200–299, SCIS 211, SCIS 213.

Third year: COMS 301, one course from COMS 300–399, SCIS 311; (CREW 352 or SCIS 314), one further course from SCIS 200–399, and one course from COMS 300–399, SCIS 300–399.

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

Note: Students taking the Science Communication major as part of a Bachelor's degree other than the BC must complete the requirements of a minor or major in another BSc or BBmedSc subject, except the Science in Society minor.

With permission of the associate dean, a candidate may be exempted from this requirement if they have previously completed a set of courses equivalent to a BSc or BBmedSc major or minor.

BC MINORS IN OTHER DEGREES

When one of the BC major subjects listed on pages 86 and 87—other than Media Studies or Language Sciences—is taken as a minor in another Bachelor's degree, the minor must include COMS 201 as part of the 60 points. For more information, go to wgtn.ac.nz/bc



DEGREE EXAMPLES

BC 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 |
| COMS 101 20 points | MDIA 102 20 points | COMS 201 20 points | ASIA 201 20 points | COMS 301 20 points | COMS 330 20 points |
| ICOM 101 20 points | ASIA 111 20 points | COMS 203 20 points | ASIA 208 20 points | ICOM 301 20 points | ICOM 302 20 points |
| CHIN 101 20 points | CHIN 102 20 points | ICOM 201 20 points | ICOM 202 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

BC 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 101 20 points | FILM 102 20 points | MDIA 221 20 points | MDIA 206 20 points | MDIA 301 20 points | MDIA 304 20 points |
| FILM 101 20 points | ARTH 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 International Relations and Political Science, 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 |
| COMS 101 20 points | MDIA 102 20 points | COMS 201 20 points | COMS 202 20 points | PCOM 203 20 points | PCOM 302 20 points | PCOM 301 20 points | COMS 302 20 points | MDIA 303 20 points |
| POLS 112 20 points | POLS 111 20 points | PCOM 201 20 points | INTP 245 20 points | INTP 313 20 points | POLS 231 20 points | COMS 301 20 points | INTP 372 20 points | POLS 383 20 points |
| POLS 114 20 points | INTP 113 20 points | PUBL 201 20 points | POLS 232 20 points | INTP 250 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 POINTS |

Total points required: 540

Total points completed: 540

| | | | | | | |
|------|------|-------------|-------|------------|------------|----------|
| KEY: | CORE | FIRST MAJOR | MINOR | BA MAJOR 1 | BA MAJOR 2 | ELECTIVE |
|------|------|-------------|-------|------------|------------|----------|



"I chose the Bachelor of Communication as it seemed an ideal way to pair a lifelong curiosity about people, storytelling, and interpersonal relationships with a structured, analytical approach to decision-making. I most enjoy discovering the ways in which my majors relate to each other, from conceptual and academic theory perspectives to—most importantly—how they impact real life."

Yong

Student, Bachelor of Communication
in Public Policy and Political
Communication