



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE

Semester 2 2026 Orientation

Welcome to the Bachelor of Communication (BCOMM) Information Session

Lemi Baruh, Bachelor of Communication Convenor

Caroline Wilson-Barnao, Strategic Communication Convenor

Bonnie Evans, Digital Media Convenor

22 July 2026

Acknowledgment of Country

The University of Queensland (UQ) acknowledges the Traditional Owners and their custodianship of the lands on which we meet.

We pay our respects to their Ancestors and their descendants, who continue cultural and spiritual connections to Country.

We recognise their valuable contributions to Australian and global society.





What's happening today?

1. Welcome and introductions
2. Understanding the BComm Program
3. Planning for your courses
4. Media and Production Support Team (MaPS)
5. Life During and After BComm
6. Academic Integrity
7. Q&A



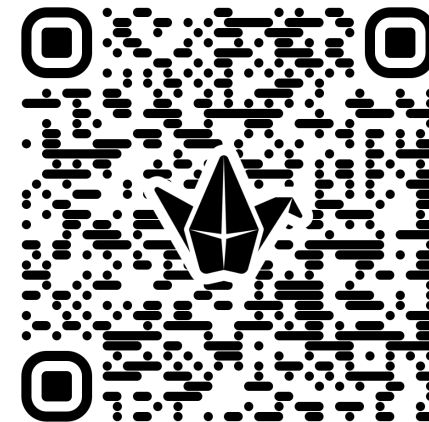
1. Welcome to a Distinguished Foundation for Your Career in Communication

Let's start with a short puzzle

Name the job title:

This person's job is to make sure that when someone asks a LLM like ChatGPT a question, it mentions their company's brand in its answer — instead of just showing up in a list of search results.

1. Please turn to the person sitting next to you, greet each other, learn their names, and then discuss for a minute the potential titles for this job.
2. Please do not search online or ask ChatGPT/Gemini/Claude etc.
3. Then go to the link below to enter your answer(s).



<https://padlet.com/uniqlid/namethejob>

Our Approach at BComm

Core Skills

- Developing skills in **writing, production, creativity, research and critical thinking.**

Connected

- Strong ties across government, corporate, and non-profit sectors.

Proven Success

- Alumni excel in strategic management, communication campaigns, media technologies and advocacy.

Expert Led

- Taught by world-leading scholars through research and practice-led teaching.

What you'll learn at BComm?

Writing & creative thinking

Multimedia and online content production

Media engagement & analytics

Community and stakeholder engagement

Communication strategy & campaign development





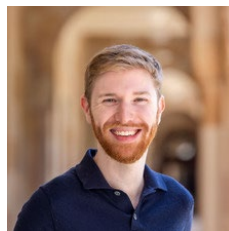
Dr Sungyong Ahn



Dr Patricia Alves



Dr Lemi Baruh



Dr Alexander Beare



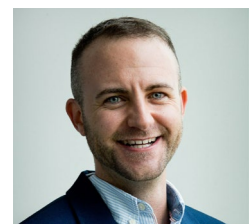
Mr Anthony Biancotti



Dr Elena Block



Prof Nicolas Carah



A/Prof Elija Cassidy



Dr Natalie Collie



Dr Adam Dodd



Dr Bonnie Evans



Prof. Kelly Fielding



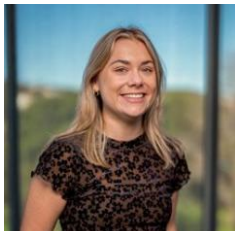
Dr Aparna Hebbani



Dr Leah Henrickson



A/Prof Jane Johnston



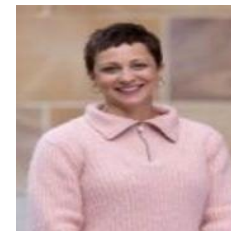
Dr Kiah Hawker



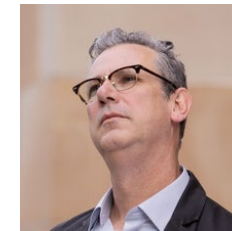
Dr Anne Kruger



Prof Shuang Liu



Dr Renee Mickelburgh



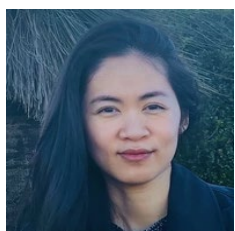
Dr Richard Murray



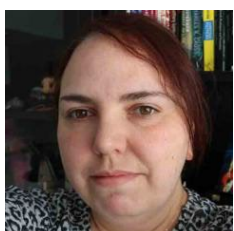
Dr Kylie Navuku



Mr Regan Neal



Dr Giang Nguyen-Thu



Dr Melanie Piper



Dr Jagadish Thaker



A/Prof Pradip Thomas



A/Prof Elske van de Fliert



Dr Caroline Wilson-Barnao

+ Mr Izrin Ariff

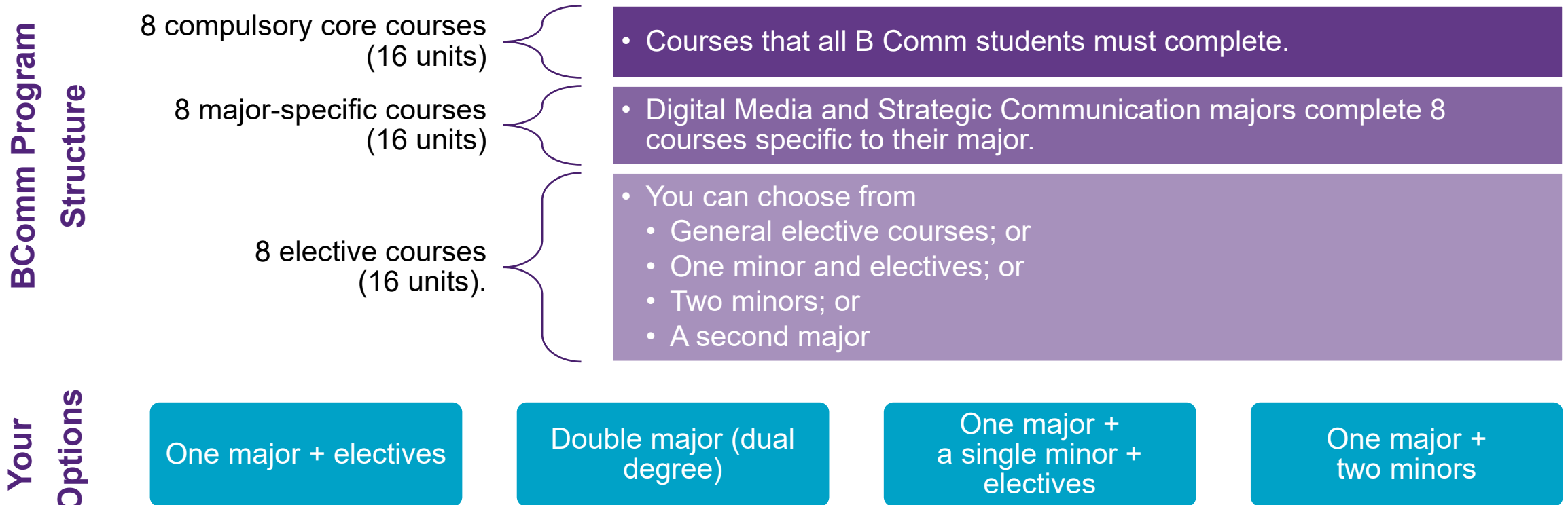


2. Understanding Bachelor of Communication Program Structure

What does your BComm Program look like?

You will need to complete a total of **24 courses** (48 units) to complete the BComm program.

Program = Degree
Course = Subjects you need to take
Each course is worth 2 units (units = credits)



Majors and Minors

You need to choose from two majors



Digital Media (16 Units)

This major focuses on the continuous evolution of media technologies and industries. Learn a combination of critical analytic, research, production, management skills related to contemporary media industries.



Strategic Communication (16 Units)

Be well-prepared for both the technical and advisory roles that are central to strategic communication and public relations practice. Acquire skills in media management, learn to identify and manage organisational issues and crises, build relationships with stakeholders and develop strategic campaigns.

In addition, you have the following minor options

BComm Minors (8 units)

- Digital Media
- Interaction Design
- Journalism
- Strategic Communication
- Writing



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3. Planning for your courses

Planning your Program

🏠 / Current students / Program Advice

Understanding your Bachelor of Communication Program

The information below explains some of the terms used and the requirements of your **Bachelor of Communication** program.

Programs, Courses and Units



Majors and Minors



Planning your Program



At UQ, a standard full-time workload is 16 units over the year – this breaks down to 8 units (or four courses) each semester.

Please use the PDF below for the semester in which you commenced your Bachelor of Communication (BCommun) program to draft an enrolment plan. This planner should be read in conjunction with your [program requirements](#) (select your year of commencement from the dropdown box).

- [2026](#)
- [2025](#) (updated March 2025)
- [Semester 2, 2024](#)
- [Semester 1, 2024](#)
- [Semester 2, 2023](#)



<https://hass.uq.edu.au/bachelor-communication-program-advice>

Digital Media, Starting Semester 1

Core Courses		Digital Media Compulsory Courses	Digital Media Elective Courses	Elective Courses	
YEAR 1					TOTAL UNITS
Sem 1	COMU1052 Intro to Strategic Communication 2 units	COMU1120 Media and Society 2 units	WRIT1200 Writing Creatively 2 units	Elective Course Level 1 2 units	8 units
Sem 2	COMU1130 Data and Society 2 units	COMU1140 Multimedia 2 units	Elective Course 2 units	Elective Course 2 units	8 units
YEAR 2					TOTAL UNITS
Sem 1	COMU2030 Communication Research Methods 2 units	COMU2140 Digital Media Industries 2 units	Digital Media Elective Course 2 units	Elective Course 2 units	8 units
Sem 2	COMU2160 Communication Law and Ethics 2 units	COMU2120 Media Design 2 units	Digital Media Elective Course 2 units	Elective Course 2 units	8 units
YEAR 3					TOTAL UNITS
Sem 1	COMU3120 Digital Analytics 2 units	Digital Media Elective Course 2 units	Elective Course 2 units	Elective Course 2 units	8 units
Sem 2	COMU3150 Social Media Communication 2 units	COMU3100 Digital Project 2 units	COMU3110 Media Platforms 2 units	Elective Course 2 units	8 units

Strategic Communication, Starting Semester 1

Core Courses		Strategic Communication Compulsory Courses	Strategic Communication Elective Courses	Elective Courses	
YEAR 1					TOTAL UNITS
Sem 1	COMU1052 Intro to Strategic Communication 2 units	COMU1120 Media and Society 2 units	WRIT1200 Writing Creatively 2 units	Elective Course Level 1 2 units	8 units
Sem 2	COMU1130 Data and Society 2 units	COMU1140 Multimedia 2 units	COMU1152 Writing for Strategic Communication 2 units	Elective Course 2 units	8 units
YEAR 2					TOTAL UNITS
Sem 1	COMU2030 Communication Research Methods 2 units	COMU2180 Media Strategies 2 units	Strategic Communication Elective Course 2 units	Elective Course 2 units	8 units
Sem 2	COMU2160 Communication Law and Ethics 2 units	Strategic Communication Elective Course 2 units	Elective Course 2 units	Elective Course 2 units	8 units
YEAR 3					TOTAL UNITS
Sem 1	COMU3140 Issues and Stakeholder Engagement 2 units	Strategic Communication Elective Course 2 units	Elective Course 2 units	Elective Course 2 units	8 units
Sem 2	COMU3150 Social Media Communication 2 units	COMU3015 Public Interest Communication 2 units	COMU3130 Public Relations Project 2 units	Elective Course 2 units	8 units

Things to know before starting your courses

Course Profile: The course profile of each course provides detailed information of aims, learning resources, learning activities (lectures/tutorials), assessment due dates and requirements, and important policies and procedures related to your study in your school and at UQ.

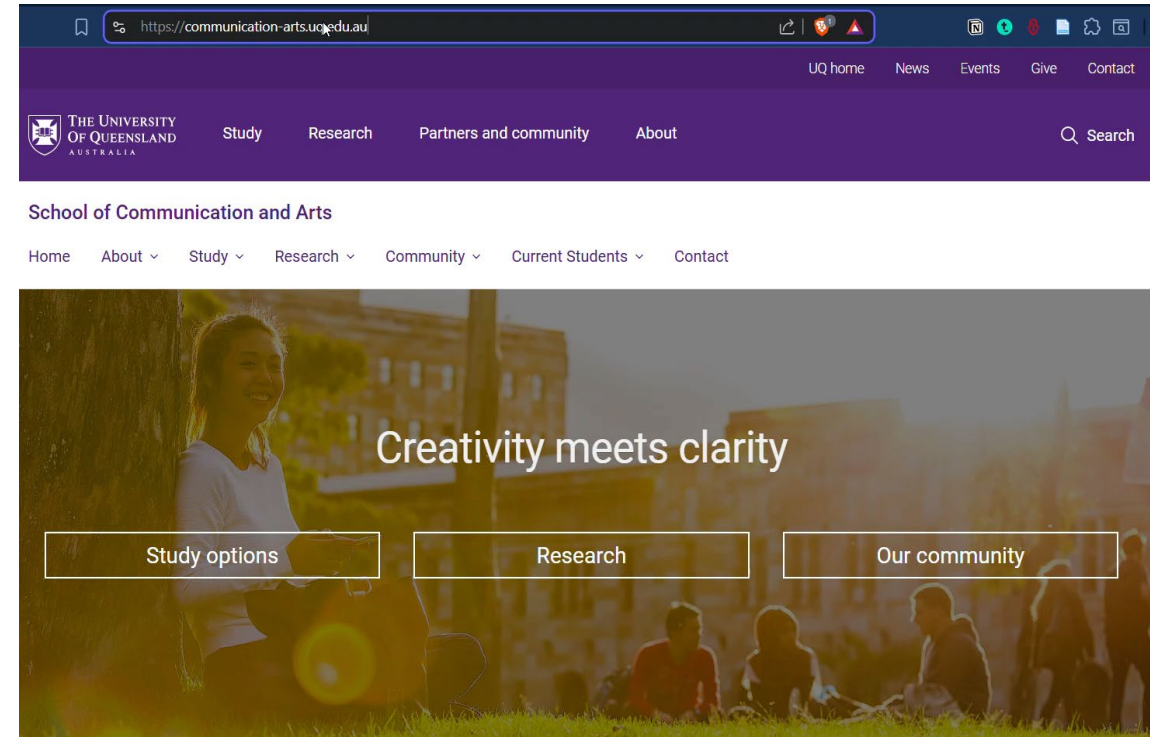
Read course profiles of your courses carefully.

Timetabling: Timetable for your courses and tutorials is available via my.UQ. If you have a timetable clash, you can email the School of Communication and Arts timetabling team

timetabling.commarts@enquire.uq.edu.au

Textbooks: Some courses may require textbooks; other courses require other learning materials. This information is in the course profiles.

Blackboard: The Blackboard site of each course is where you access your lecture materials (e.g., modules, power points, lecture recordings), teaching team of your course, and course updates. In many courses you submit your assessment to through Blackboard. **Ensure you regularly login Blackboard of your courses.**



Course profiles can be accessed from:
<https://programs-courses.uq.edu.au/>

Your course profile

A course profile gives you the key information about a course. It outlines the course aims and learning objectives, required resources, assessment criteria and due dates, and other important information.

Secure Assessment

This assessment is designed to protect academic integrity and assess your understanding of course concepts. You must only use the approved materials and tools for this assessment task. Use of prohibited materials in this task may be investigated and treated as academic misconduct. See assessment instructions for more details.

- Restricted materials only
- Designed to protect academic integrity
- Shows *your* individual understanding
- Examples: exams, supervised quizzes

Open Assessment

In this assessment you can use resources such as your notes, course materials, and other tools, including AI, while completing the task. The focus is not on memorising information, but on understanding, applying judgement, and demonstrating your own thinking

- Use notes, course materials, and responsible use of AI
- Focus on judgement & application
- Demonstrate your own thinking
- Examples: reports, projects, take-home tasks

Course enrolment & tutorial sign-on

- Log into [Starting at UQ](#).
Go to mySI-net to enrol in courses.



<https://my.uq.edu.au/starting-at-uq>

- Once you are enrolled in a course, you should be able to see if tutorial sign-on is required. If not, this will be covered in your first lecture.
- If you have a problem with sign-on, email your school admin team.
student.commart@uq.edu.au

Textbooks

Wait until Week 1 to work out what textbooks you should get

- **Buy:** [The School Locker](#) or [Second-hand Texts & Stationary](#)
- **Print:** [UQ Print](#)
- **Borrow:** [UQ Library](#)

Important dates

Monday 20 July - Friday 24 July

Orientation Week for Semester 2, 2026

Monday 27 July

First day of classes for Semester 2, 2026

Sunday 9 August

Last date for addition of courses or alteration of enrolment

Monday 31 August

Census Date

Last date to **drop** Semester 2, 2026 courses or cancel enrolment without **financial** liability

Wednesday 30 September

Last date to **drop** a course for Semester 2, 2026 or cancel enrolment without **academic** penalty

Access support

HASS Student Administration Team

- Program requirements
- Academic progress
- Overseas study approval

Contact

hass.uq.edu.au/contact

School Student Administration Team

- Course questions
- Timetables
- Assessment

Contact

hass.uq.edu.au/your_academic_resources

HASS Student Futures Team

- Volunteer opportunities
- Career mentoring
- Community events

Contact

hass.uq.edu.au/enrich-your-study-experience

UQ Student Central

- Student administration
- Student counselling
- Accessibility and welfare
- Careers and employability

Contact

<https://my.uq.edu.au/contact/student-central>

UQ Library

- Course Reading Lists
- Referencing Guides
- Find and Borrow Study Resources
- Book a Study/Practise Space

Contact

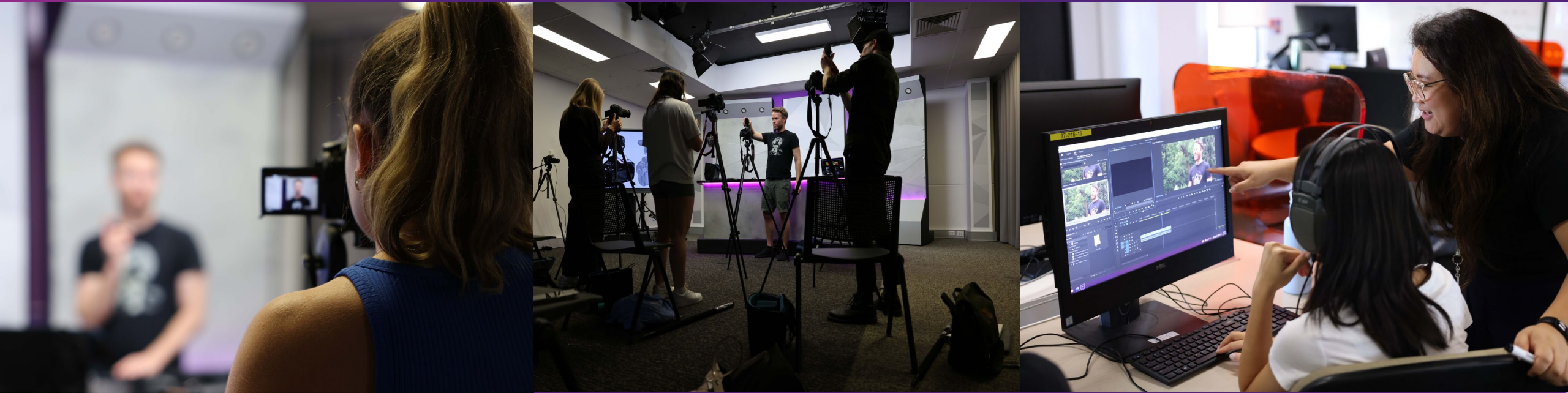
<https://web.library.uq.edu.au/about/contact-us>



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4. Media and Production Support Team





WORKSHOPS

TWO HOUR INTENSIVES

GEAR

FREE LOANS AND FACILITIES

SUPPORT

WHEN YOU NEED IT

VIDEO PRODUCTION

You'll learn the basics of shot design, framing, camera handling & audio capture

VIDEO EDITING

The basics skills needed to get around Adobe Premiere Pro

AUDIO PRODUCTION AND EDITING

Audio recording techniques with hand held audio recorders and audio editing in Adobe Audition

WEBSITE DESIGN

How to create an online portfolio using WordPress

PHOTOGRAPHY

Take your understanding of your camera to the next level. It's time to discover Manual Mode!

PHOTOSHOP

Learn basic image editing fundamentals using Adobe Photoshop!

PRINT DESIGN AND LAYOUT

Learn basic image editing fundamentals using Adobe Photoshop!

WORKSHOPS

SIGN UP!
jactech.com.au

Quick streams ▶ Play all



Audio noise removal - MaPS
QUICK STREAM

watchmaps
124 views • 2 years ago



Cut and fix audio - MaPS
QUICK STREAM

watchmaps
57 views • 2 years ago



Record in the podcasting
booth - MaPS QUICK...

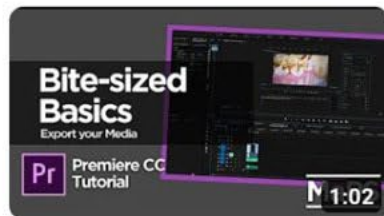
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26 views • 2 years ago



Speed up audio - MaPS
QUICK STREAM

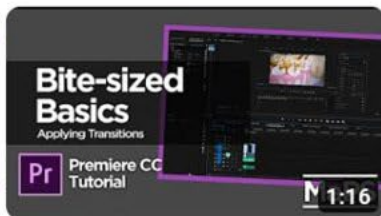
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20 views • 2 years ago

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sized Basics: Export your...

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180 views • 2 years ago



Adobe Premiere Pro, Bite-
sized Basics: Applying...

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Adobe Premiere Pro, Bite-
sized Basics: Quick Titles

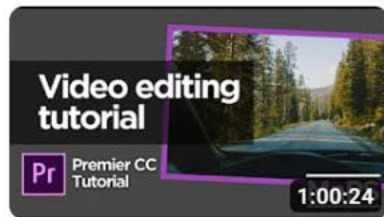
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sized Basics: Quick

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Create a trailer in Adobe



Change the length of a



Cut and rearrange your

ONLINE TUTORIALS



@watchmaps

JACTECH

Journalism and Communication Technology



PRODUCTION GEAR



FREE TO YOU



BOOK ONLINE

jactech.com.au

GEAR



CAMERAS



AUDIO RECORDERS



ACCESSORIES

FACILITIES

Level 2, Joyce Ackroyd Building (39)

DIGITAL LEARNING STUDIO

AUDIO RECORDING BOOTHS



ADOBE CREATIVE CLOUD ACCESS

MAPS IS HERE TO HELP

Learning digital skills can be a learning curve! We're here to support you on the ride.

Email: maps@uq.edu.au

Office: Rm 210, Joyce Ackroyd (39)

SUPPORT





5. Life During and After BComm & UQ



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Guest Speaker

Henry Man

BComm/BJour Alumnus
Content Producer



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Placements, Internships & Work Experience

Sven Fea



Placement and Work Experience Insurance

All UQ Students can access up to 30 days of **Work Experience** (not for course credit) Insurance per calendar year.

- **Placement Insurance** is also available for placement activities that are course requirements.
- Travel insurance is also available in certain circumstances for both Work Experience and Placements
- **School approval** is essential prior to undertaking Work Experience or Placement activity in order to access Insurance.
- **The activity type** will determine the Insurance process.



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Placement and Work Experience Insurance

For further information, contact:

Sven Fea

SCA Placements Officer

Level 6 Michie Building (#9)

Email: scaplacements@uq.edu.au

Phone: 07 3346 8286





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UQ Journalism and Communication Society (JACS)

Lauren Dorr



THE UNIVERSITY
OF QUEENSLAND
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new.ish

Hayley Marshall & Cara Jones



new•ish

Australia's 1st **Student-Run**
Communications
Agency



Who are we?

1. Kinda new to this thing
2. Experienced (ish), Acquired newly (ish), Professional (ish)
3. Passionate, Innovative, Creative, Fun, Transparent

As Australia's first student-run Communications Agency, we offer something never seen before. Drive, innovation and a fresh outlook are the foundation of everything we do. With the industry's best at our side, we provide top to tail solutions to take any business big or small to the next level.



Clients

We've worked
with in the
last year:



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BACHELOR OF

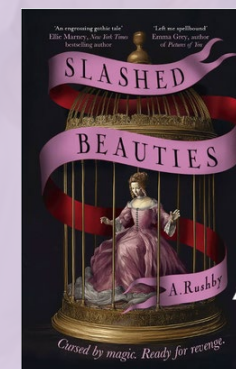
Tourism, Hospitality and
Event Management



wayfind 
OCCUPATIONAL THERAPY

Parish Health

Karsiyah Beauty



ALLISON RUSHBY

new ish

Alumni Outcomes



Jaanvi Singh
Accounting
Standards Associate
Grant Thornton



Paul Amongol
Junior Sales &
Marketing account
Manager



Kacy Miaco
Junior Marketing &
Account Manager



Megan Smart
Senior Consultant



Ally Fulton
Senior Consultant



Kyle Rode
Journalist
Courier Mail





WHY JOIN NEWISH?

Whether you're interested in Public Relations, Digital Media or Communication, Newish gives you the opportunity to apply what you learn in class to real clients and real campaigns.

Join our team!

Marketing Strategy

Public Relations

Client Services

Socials

People Operations

Web Development

What do you get out of Newish?



Industry Experience



Build Your Portfolio



Apply Course Knowledge



Develop Professional Skills



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Other Resources and Opportunities

Semester-based Exchange

- Study overseas for 1 or 2 semesters at leading international institutions across 30+ countries
- Gain credit back towards your UQ degree
- Pay tuition fees to UQ, not host university (can defer tuition fees to HECS)
- **Start planning early!** Check website for eligibility requirements, host university options, funding opportunities, and application deadlines:
<https://employability.uq.edu.au/student-exchange>



Find out more:

Website: <https://employability.uq.edu.au/global-experiences>

Email: gex@uq.edu.au

Instagram: [@uqedge](https://www.instagram.com/uqedge)



Stella, Exchange to the United Kingdom

CPRA Accreditation & Membership



University of Queensland
BACHELOR OF COMMUNICATION (STRATEGIC COMMUNICATION)

has been accredited by Communication and Public Relations Australia (CPRA), meeting the highest professional standards set by the association.

ACCREDITED UNTIL 2027

Shane Allison
CPRA Chair



Dr Robert Gill
ECC Chair

UQ Strategic Communication major is accredited with CPRA (Communication and Public Relations Australia).

This means you can access free Accredited Student Membership.

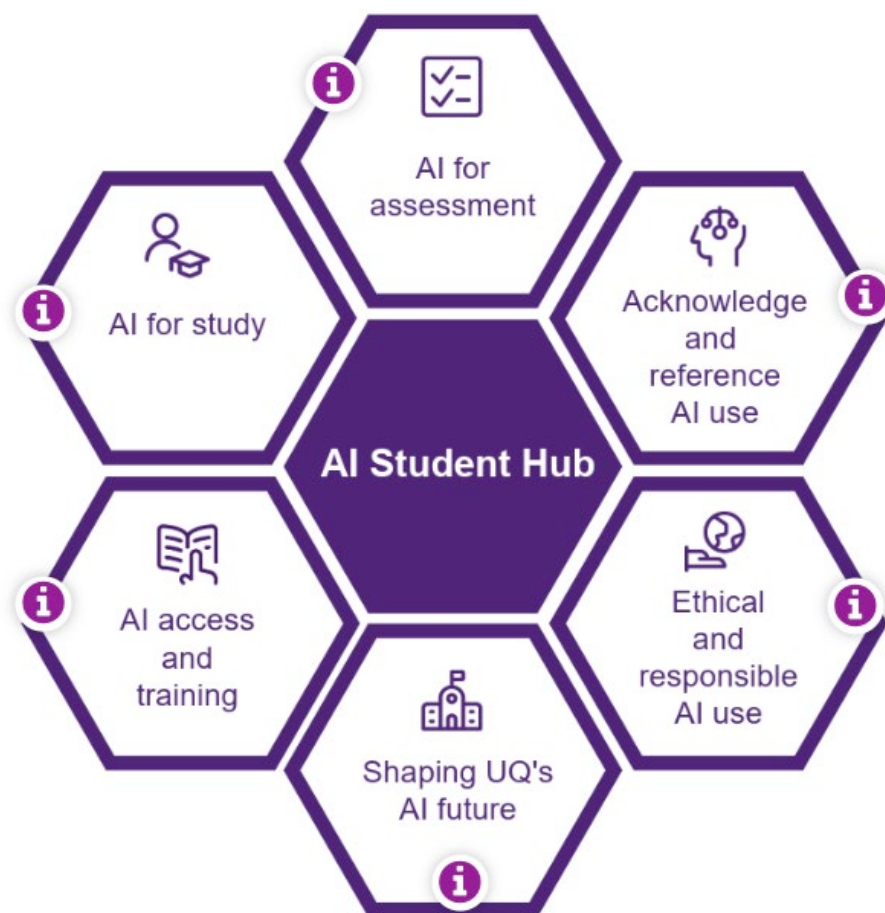
This membership provides you with:

- Access to member-only resources (such as our Golden Target Award case studies)
- Opportunities to grow connections with Local Network activities
- Free or discounted registrations for CPRA events and training

Go to <https://www.cpra.org.au/> and click on membership to join. Make sure you click on 'Accredited Student' link for *FREE* access

AI Student Hub

Learn how to use AI responsibly and effectively in your studies.



Acknowledge and reference AI use

- **Acknowledgement** is where you describe how you used AI in your assessment, such as:

ChatGPT was used for suggestions, brainstorming and editing within this work.

- **Referencing** is where you follow a specific referencing style e.g. APA and include your AI use as in-text references or footnotes and in a reference list in your work.

You might be required to use **one or both methods** in your assessment.



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6. Academic Integrity

Dr. Kiah Hawker

Academic Integrity and Honour Code

- As a member of the UQ academic community, you have a duty to maintain the highest standards of academic integrity in your work. You must avoid cheating, plagiarism, collusion and other forms of academic misconduct.
- The **Honour Code** sits alongside the **UQ Student Code of Conduct Policy**, which outlines the standards of behaviour expected of students (UQ standards) and conduct that is prohibited (misconduct).



[Academic integrity and student conduct - my.UQ - University of Queensland](#)

Contract cheating
(e.g. using file-sharing site to obtain or share answers for assessable items)

Collusion

Plagiarism

Falsifying data

Research misconduct

Accessing examination materials without consent

Impersonating another student

Falsifying documents for academic advantage (e.g. a medical certificate, a bibliography)

Changing the work of another student in a group without their consent.

Artificial Intelligence (AI) & Machine Translation (MT)

- AI is becoming integral to our lives.
- UQ's goal is to help you develop the knowledge and the skills to use AI **ethically** and **effectively**.
- Please review UQ's [Artificial Intelligence module](#) for an overview of the different types of AI, the implications of AI for society and what AI research is being done at UQ.



At UQ, the use of AI outputs without attribution, and contrary to any direction by teaching staff, is a form of plagiarism and constitutes academic misconduct.

If you use AI in your assessment without permission or [appropriate acknowledgment](#) it may be considered misconduct.

Please always check course profiles (ECPs). They define appropriate AI use for assessments.

If you have questions or unsure about whether a particular use of AI is appropriate, please ask your course coordinator.

2026 SCA Integrity Reminders for Students

DO:

- **Complete the Academic Integrity Module:** [Academic Integrity Modules \(AIM\)](#): mandatory for all new students.
- **Check out the AI Student Hub** [AI use at UQ - AI Student Hub - Library Guides at University of Queensland Library](#) so you know how to use AI (Artificial Intelligence) and MT (Machine Translation) responsibly for assessment where its use is permitted.
- **Read your assessment instructions** carefully for what is expected of the assessment, the submission and referencing criteria. Ensure that you're aware of the **AI and MT policy applicable** for that assessment. Note there may be different policies for various assessment pieces within one course and across different courses. AI and MT use is generally not permitted for secure/supervised in-person assessments (e.g. exams, in-person writing exercises) but is permitted for insecure/non-supervised assessments (e.g. essays). Where AI/MT is not permitted, any attempted use of AI or MT may constitute student misconduct under the Student Code of Conduct.
- **Acknowledgement and Referencing:** Make sure to cite according to the required referencing style for the assessment. If you use AI/MT, you must acknowledge and reference it: [Acknowledge and reference AI use - AI Student Hub - Library Guides at University of Queensland Library](#) A failure to acknowledge and reference AI or MT use may constitute student misconduct under the Student Code of Conduct.



[Academic Integrity Modules \(AIM\)](#)



[AI Student Hub](#)

2026 SCA Integrity Reminders for Students

DO:

- **Check the accuracy** of all evidence and referencing in your assessments before submitting. Note that the use of AI/MT creates a **risk of errors** including generating false citations, sources, quotations and data. You are **responsible for the content** of the work you submit, whether you used AI/MT or not. Fabricated evidence and/or referencing may constitute academic misconduct.
- **Ensure you are able to demonstrate detailed comprehension** of your assessment submissions **independent of AI/MT tools**.
- **Understand** your [Turnitin Report](#).
- **Check out the UQ Library's "Write, Cite, Submit" module**, part of the Digital Essentials modules, <https://uq.pressbooks.pub/digital-essentials-write-cite-submit/chapter/module-overview/> .
- **Contact your course coordinator** and/or tutor if you have questions about the requirements of the assessment.
- **Check out UQ's Student support resources:** [my.UQ - University of Queensland](#)



[Academic Integrity Modules \(AIM\)](#)



[AI Student Hub](#)

2026 SCA Integrity Reminders for Students

DON'T:

- **Outsource your assessment** by taking help from any friend/classmate/family member - complete all assessments by yourself and on your own devices.
- **Falsify/edit/alter a medical certificate.**
- **Use material from previously submitted assignments** (at uni or school) or from examples from another course assessment without the explicit consent from the course coordinator.
- **Cheat or solicit contract cheating.**
- **Upload/share/sell your assessments** to third-parties and/or websites.
- **Work closely with peer/s or in a group** and submit work as if it were your own work when the assessment is not for a group assignment (Collusion).
- **Copy others' work without proper referencing** in every place/sentence in the assignment (Plagiarism). Distinguish clearly between **your** words and the words of **others** (e.g. "by quotation marks").
- **Enter library materials into AI technologies without express permission from the library:** [Policies and guidelines - Library - The University of Queensland](#) "You may not share, re-publish, copy or enter into AI technologies any part of a resource accessed from our online collections unless expressly permitted in the licence terms for that resource." "Except as permitted under each Publisher's terms and conditions of use, you must not: Use UQ Library resource content as an input to generative AI products or services"

Outcomes for Misconduct may include:

- Conduct Counselling
- Issuing of a Conduct Notice
- Referral to a Misconduct hearing

Penalties for Misconduct may include:

- Zero marks for an assessment
- Re-submission of an assessment
- Automatic failure of a course



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Questions?

Stay Connected



UQ Humanities, Arts & Social Sciences

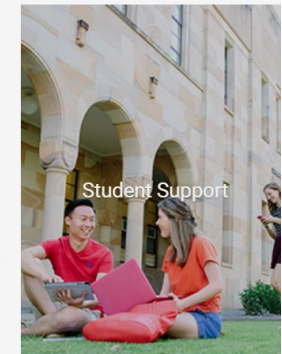
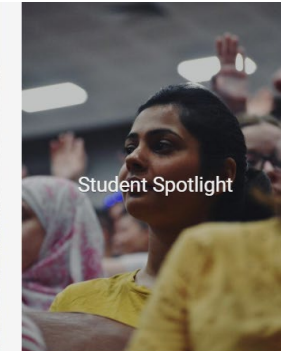
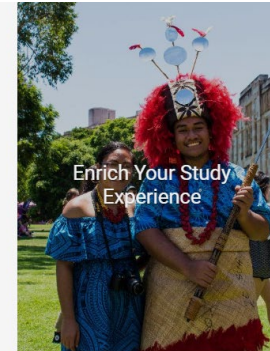
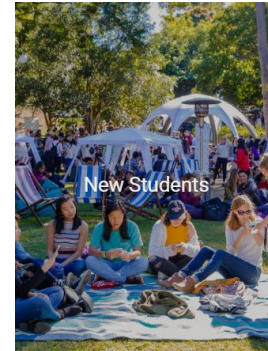


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