

# BACHELOR OF COMMUNICATION

Study in New Zealand's centre of information, government, and culture 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 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.

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. 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—the Wellington Faculty of Humanities and Social Sciences: Te Kura Tānga Kōrero Ingarihi, Kiriata, Whakaari, Pāpāho—the School of English, Film, Theatre, Media and

Communication, and Art History; Te Kura o ngā Tikanga-ā-iwi—the School of Languages and Cultures; Te Kura Tātari Reo—the School of Linguistics and Applied Language Studies; Te Kura Aro Whakamuri, Rapunga Whakaaro, Matai Tōrangapū me to Ao—the School of History, Philosophy, Political Science and International Relations; Te Kawa a Māui—the School of Māori Studies; and Te Pūtahi Tuhi Auahua o Te Ao—the International Institute of Modern Letters; as well as Te Wāhanga Pūtaiao—the Wellington Faculty of Science 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.

## FIND OUT MORE

✉ [info@vuw.ac.nz](mailto:info@vuw.ac.nz)

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

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



## 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** [www.wgtn.ac.nz/careers](http://www.wgtn.ac.nz/careers)

## 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.

**i** [www.wgtn.ac.nz/mc](http://www.wgtn.ac.nz/mc)

## SCHOOL SUBJECTS

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

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

For more information about minors, see pages 43 and 77.

## MAJORS AND APPROVED COMPLEMENTARY SUBJECTS

Major	Approved complementary majors and minors
Intercultural Communication	Asian Studies, International Business, Linguistics, Māori Studies, Pacific Studies, Teaching English to Speakers of Other Languages, and any language major or minor listed in the BA regulations
Linguistics	Cultural Anthropology, Data Science, Intercultural Communication, Political Science, Psychological Science*, and any language major or minor listed in the BA regulations *Subject to regulatory approval.
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, and any language major or minor subject area listed in the BA regulations
Media Studies	Communication Design, Design for Social Innovation, Film, Marketing, Media Design, Popular Music Studies, and Theatre
Political Communication	International Relations, 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 77)

## Core courses

- ▶ COMS 101 Introduction to Communication Studies
- ▶ MDIA 102 Media, Society and Politics
- ▶ COMS 201 Approaches to Communication Research
- ▶ COMS 202 Global Communication and Society
- ▶ COMS 203 Organisational Communication
- ▶ COMS 301 Applied Communication Project
- ▶ COMS 302 Communication, Information, and Digital Technologies
- ▶ COMS 303 Special Topic

## MAJOR REQUIREMENTS

It is recommended that you apply for admission as soon as possible (see page 22 for details).

The requirements listed below are the requirements to complete a major; degree regulations 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.

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	Trimester 2
COMS 101	MDIA 102
Additional course*	ICOM 101
Minor course	Minor course

\*Choose from FHSS 110 or any 100-level course from: ANTH, ASIA, CHIN, CLAS, FREN, GERM, GREE, ITAL, 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, Linguistics, Māori Studies, Pacific Studies, Teaching English to Speakers of Other Languages, and any language major or minor subject area listed in the BA regulations.

### Linguistics (LING)

#### First year

Trimester 1	Trimester 2
COMS 101	MDIA 102
Elective course	LING 111
Minor course	Minor course

**Second year:** COMS 201, one course from COMS 200–299, LING 221, LING 227, and LING 228.

**Third year:** COMS 301, one course from COMS 300–399, two courses from LING 300–399, one course from LING 100–399.

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.

\*Subject to regulatory approval.

### Literary and Creative Communication (LCOM)

#### First year

Trimester 1	Trimester 2
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	Trimester 2
COMS 101	MDIA 102
MARK 101	Elective course
Minor course	Minor course

**Second year:** MARK 201, and three courses from MARK 202, IBUS 212, MARK 211, MARK 212, MARK 213.

**Third year:** MARK 301 and two courses from MARK 304, IBUS 312, MARK 323.

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

### Media Studies (MDIA)

#### First year

Trimester 1	Trimester 2
COMS 101	MDIA 102
MDIA 103	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, Popular Music Studies, and Theatre.

## Political Communication (PCOM)

First year

Trimester 1	Trimester 2
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, Political Science, and Public Policy.

## Science Communication (SCOM)

First year

Trimester 1	Trimester 2
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.

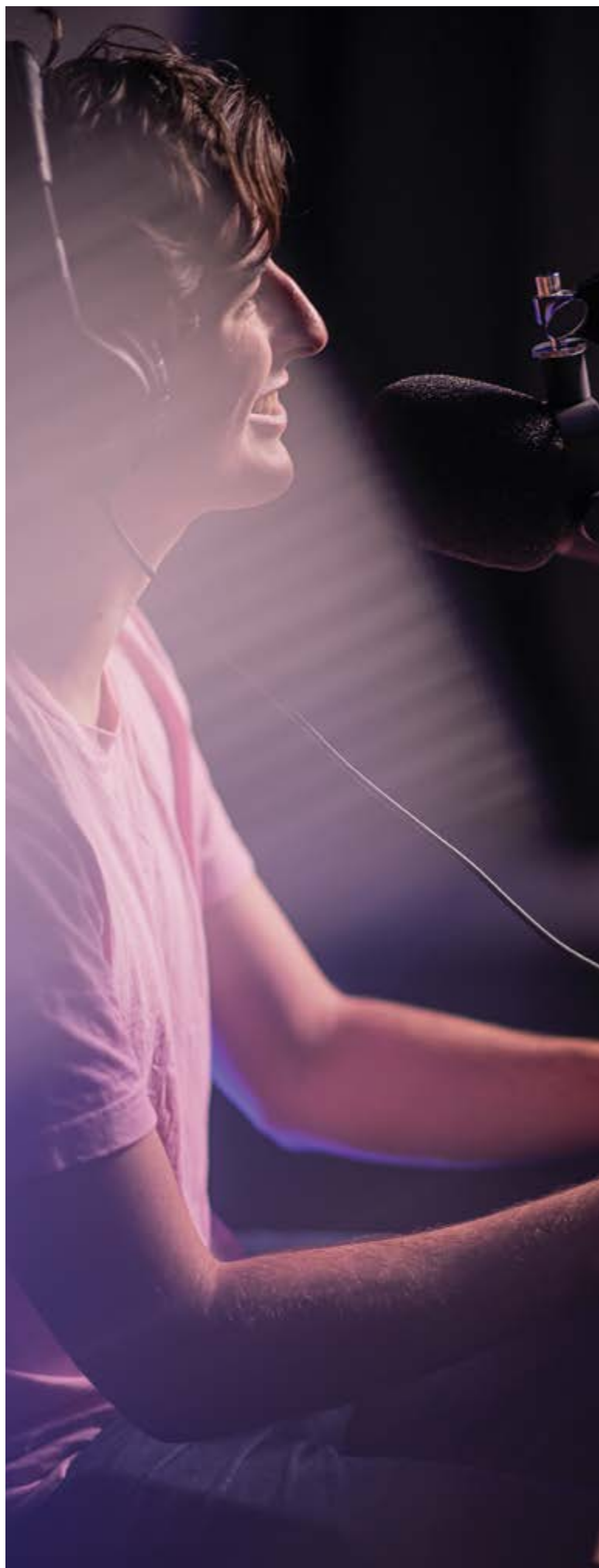
**Third year:** COMS 301, one course from COMS 300–399, SCIS 311; (CREW 352 or SCIS 314), one further course from SCIS 200–399, and one course from COMS 300–399, SCIS 300–399.

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 76 and 77—other than Media Studies or Linguistics—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 [www.wgtn.ac.nz/bc](http://www.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	ICOM 201 20 points	ICOM 202 20 points	ICOM 301 20 points	ICOM 302 20 points
CHIN 101 20 points	CHIN 102 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

### 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 103 20 points	ARTH 102 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 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	INTP 313 20 points	PCOM 302 20 points	PCOM 301 20 points	INTP 372 20 points	MDIA 303 20 points
POLS 112 20 points	INTP 113 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
POLS 114 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 points

Total points required: 540  
Total points completed: 540

**Key:**

Core	First major	Minor	Elective	BA major 1	BA major 2
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“For me, the Bachelor of Communication felt like a no-brainer. English, history, art design, and media studies were all subjects I was passionate about in high school, and the BC felt like the perfect way to keep engaging with all these subjects at tertiary level.

“I loved the freedom of choice that came with many of my papers under the BC. For most assignments, I was really able to home in on areas that interested me. I came away from my degree with a deep understanding of communication practice and the vital importance of communication in our world.

“Just as it is overseas, our local media landscape is changing rapidly, but I feel confident that wherever I land careerwise, my BC has given me the right skills to make a go of it.”

## **SAMUEL CHITTY**

Graduate, Bachelor of Communication  
Student, Master of Communication