

## The revised Diploma of Communication at UTS College

From Semester 3 2022, UTS College will offer a revised Diploma of Communication, with two new streams replacing the current Digital and Social Media and Public Relations streams. They are:

- Digital and Strategic Communication (combines the two existing streams)
- Media Business (a brand-new stream).

### The new options provide students with:

- 52 credit points towards the Bachelor of Communication at UTS
- full alignment with first-year Bachelor of Communication credit points and new majors
- entry into second year of the degree (on successful completion of the diploma).

### How do the streams compare?

	Digital and Strategic Communication stream	Media Business stream
Credit points towards UTS degree	52	52
Articulations	<ul style="list-style-type: none"> <li>● Direct entry into second year of the Bachelor of Communication (Digital and Strategic Communication majors) or combined Communication/Law OR</li> <li>● 48 credit points (or 30 credit points with Practical Legal Training) recognition of prior learning towards a Bachelor of Laws.</li> </ul>	<ul style="list-style-type: none"> <li>● Direct entry into second year of the Bachelor of Communication (Media Business major) or combined Communication/Law OR</li> <li>● 48 credit points (or 30 credit points with Practical Legal Training) recognition of prior learning towards a Bachelor of Laws.</li> </ul>
Intakes at UTS	Two intakes per year – February and July.	Two intakes per year – February and July.
UTS majors	<ul style="list-style-type: none"> <li>● <a href="#">Bachelor of Communication (Digital and Social Media)</a></li> <li>● <a href="#">Bachelor of Communication (Journalism)</a></li> <li>● <a href="#">Bachelor of Communication (Media Arts and Production)</a></li> <li>● <a href="#">Bachelor of Communication (Strategic Communication)</a></li> <li>● <a href="#">Bachelor of Communication (Social and Political Sciences)</a></li> <li>● <a href="#">Bachelor of Communication (Writing and Publishing)</a></li> <li>● <a href="#">Bachelor of Laws</a></li> <li>● <a href="#">Bachelor of Communication / Bachelor of Laws (Communication majors as above)</a></li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">Bachelor of Communication (Media Business)</a></li> <li>● <a href="#">Bachelor of Laws</a></li> <li>● <a href="#">Bachelor of Communication / Bachelor of Laws (Media Business major)</a></li> </ul>
Subjects per stream	Go to <a href="https://utscollege.edu.au/diploma-of-communication">utscollege.edu.au/diploma-of-communication</a> for a full outline.	Go to <a href="https://utscollege.edu.au/diploma-of-communication">utscollege.edu.au/diploma-of-communication</a> for a full outline.
Program options	Accelerated, Standard, Extended	Accelerated, Standard, Extended

## Which subjects have changed?

Several subjects have been revised and have replaced subjects from the previous Diploma of Communication. These are:

Previous subject code	Previous subject name	New subject code	New subject name
CEPC001	The Ecology of Public Communication	CSCS011	Strategic Communication in Society
CPPR001	Principles of Public Relations	CEPR011	Emergent Public Relations
CDIC001	Digital Communities	CUDA011	Understanding Digital Audiences
CMMD001	Digital Media: Marketing, Metrics and Data	CDMM011	Digital Media Metrics
CEPG001	Engagement, Participation, Gamification	CDMM011	Digital Media Metrics
N/A	N/A	CDMI011	Digital Media Industries (new)
N/A	N/A	CMGT011	People and Organisations

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