The Degree of Bachelor of Communication (BC – 360 points)

These regulations must be read in conjunction with the General Regulations for the University.

1. Version

(a) These Regulations came into force on 1 January 2019.
(b) This degree was first offered in 2019.

2. Variations

In exceptional circumstances the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate may approve a personal programme of study which does not conform to these Regulations.

3. The structure of the qualification

To qualify for the Degree of Bachelor of Communication a student must be credited with courses having a minimum value of 360 points.

(a) These 360 points must:
    i. include at least 255 points from Schedule V to these Regulations, of which 165 points must be from Schedule C to these Regulations; and
    ii. satisfy the requirements for one major as listed in Schedule S to these Regulations; and
    iii. include at least 30 points from Schedule V to the Regulations for the Bachelor of Arts; and
    iv. a maximum of 75 points from the schedule of any undergraduate degree of the University.
(b) In addition to these requirements a student must be credited with courses to the value of:
    i. at least 225 points above 100-level, including
    ii. at least 90 points at 300-level.

4. Admission to the qualification

A student must satisfy the Admission Regulations for the University to be admitted to this qualification.

5. Subjects

This qualification is awarded with a major in one of the following subjects: Journalism; Communication Strategy and Practice; Tauwhitinga Māori: Māori Communication Strategy and Practice; Political Communication. The requirements of each major are listed in Schedule S to these Regulations.

6. Time limits

This qualification adheres to the General Regulations for the University with a time limit of 10 years.

7. Transfers of credit, substitutions and cross-credits

This qualification adheres to the Credit Recognition and Transfer Regulations.

8. Progression

This qualification adheres to the General Regulations for the University, with the following stipulations:

(a) entry to the major in Journalism, and to COMS233, COMS331, and COMS332 is limited, and by special application, and
(b) students majoring in Journalism must complete COMS233, COMS331, and COMS332 within three consecutive semesters.

9. Honours, Distinction and Merit

Honours, Distinction and Merit are not awarded for this qualification.

10. Exit and Upgrade Pathways to other Qualifications

(a) There are no advancing qualifications for this degree.
(b) A student who has not met the requirements for the BC, or who wishes to transfer to any of the undergraduate certificates or diplomas in Arts, may apply to the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate for admission, provided they meet the requirements for entry to that qualification.

Schedule C : Compulsory Courses for the Degree of Bachelor of Communication

For full course information, go to www.canterbury.ac.nz/courses

Course Code	Course Title	Pts	2024	Location	P/C/R/RP/EQ
COMS101	Media and Society	15	S1	Campus	
			S1	Distance Learning	
COMS102	Introduction to News and Journalism	15	S2	Campus	
			S2	Distance Learning	
COMS104	Introduction to Strategic Communication	15	S2	Campus	
			S2	Distance Learning	
COMS201	Media Audiences	15	S2	Campus	P: Any 15 points at 100-level from COMS or CULT, or any 60 points at 100-level from the Schedule V of the BA. R: CULT201 EQ: CULT201
			S2	Distance Learning	
COMS207	Social Media	15	S2	Campus	P: 15 points COMS or 60 points BC Schedule V. Subject to approval by the Head of Department. R: COMS222 (2008-2012), DIGI207 EQ: DIGI207
COMS231	Digital Media Production	15	S1	Campus	P: 15 points COMS or 60 points BC Schedule V. Subject to approval by the Head of Department.
COMS330	Communication in Context	30	S1	Campus	P: 30 points COMS 200-level or 60 points BC Schedule V. HoD mandatory.
DIGI204	Communicating with Data and Digital Media	15	S1	Campus	P: Any 60 points at 100-level.
MGMT100	Fundamentals of Management	15	S1	Campus	R: MGMT101
			S2	Campus	
WRIT101	Writing for Academic Success	15	S1	Campus	R: ENGL117
			S1	Distance Learning	
			S2	Campus	
			S2	Distance Learning	

Schedule S: Subjects for the Degree of Bachelor of Communication: Requirements for Majors

Journalism major

(a) COMS232 Risk and Crisis Communication
(b) COMS233 Media Law
(c) COMS331 Researching and Reporting News
(d) COMS332 News Production

Communication Strategy and Practice major

(a) COMS204 Advertising and Cultural Consumption
(b) COMS232 Risk and Crisis Communication
(c) MKTG204 Consumer Behaviour
(d) COMS320 Strategic Campaign Development
(e) MGMT330 Communication Management
(f) MKTG315 Marketing for Behavioural Change

Tauwhitinga Māori: Māori Communication Strategy and Practice major

(a) COMS232 Risk and Crisis Communication
(b) COMS320 Strategic Campaign Development
(c) MAOR268 Māori film and Media
(d) MAOR301 Kaupapa Māori: Futures

Political Communication major

(a) COMS205 Media and Politics
(b) COMS232 Risk and Crisis Communication
(c) COMS306 Political Communication in a Global Context
(d) COMS320 Strategic Campaign Development

Schedule V: Courses Valid for the Degree of Bachelor of Communication

Course Code	Course Title	Pts	2024	Location	P/C/R/RP/EQ
COMS101	Media and Society	15	S1	Campus	
			S1	Distance Learning	
COMS102	Introduction to News and Journalism	15	S2	Campus	
			S2	Distance Learning	
COMS104	Introduction to Strategic Communication	15	S2	Campus	
			S2	Distance Learning	
COMS201	Media Audiences	15	S2	Campus	P: Any 15 points at 100-level from COMS or CULT, or any 60 points at 100-level from the Schedule V of the BA. R: CULT201 EQ: CULT201
			S2	Distance Learning	
COMS204	Advertising and Cultural Consumption	15	S1	Campus	P: Any 15 points at 100-level from COMS, or any 60 points at 100-level from the Schedule V of the BA.
			S1	Distance Learning	
COMS205	Media and Politics	15	S1	Campus	P: Any 15 points at 100-level from COMS or POLS, or any 60 points at 100-level from the Schedule V of the BA. R: POLS232 EQ: POLS232
			S1	Distance Learning	
COMS207	Social Media	15	S2	Campus	P: 15 points COMS or 60 points BC Schedule V. Subject to approval by the Head of Department. R: COMS222 (2008-2012), DIGI207 EQ: DIGI207
COMS225	Politics and New Media	15	SU1	Campus	P: ny 15 points at 100-level from COMS, or any 60 points at 100-level from the Schedule V of the BA.
			SU1	Distance Learning	

COMS231	Digital Media Production	15	S1	Campus	P: 15 points COMS or 60 points BC Schedule V. Subject to approval by the Head of Department.
COMS232	Risk and Crisis Communication	15	S2	Campus	P: Any 15 points at 100-level from COMS, or either ENVR101 or GEOG106, or any 60 points at 100-level from the Schedule V of the BA.
			S2	Distance Learning	
COMS233	Media Law for Journalists	15	S2	Campus	P: Limited Entry: Subject to admission to the Journalism Major and permission from the Head of Department. R: LAWS396
COMS304	Journalists at Work	30	NO		P: Any 30 points at 200-level from COMS, or any 60 points at 200-level from the Schedule V of the BA.
COMS305	Media and Social Change	30	S1	Campus	P: Any 30 points at 200-level from COMS, or any 60 points at 200-level from the Schedule V of the BA.
COMS306	Media Communication in International Context	30	S2	Campus	P: Any 30 points at 200-level from COMS or POLS, or any 60 points at 200-level from the Schedule V of the BA. R: POLS332 EQ: POLS332
			S2	Distance Learning	
COMS307	Broadcasting Aotearoa New Zealand: Online and On Air	30	NO		P: Any 30 points at 200-level from COMS, or any 60 points at 200-level from the Schedule V of the BA. R: COMS206
COMS320	Strategic Campaign Development	30	S1	Campus	P: Any 30 points at 200-level from COMS, or any 60 points at 200-level from the Schedule V of the BA.
COMS330	Communication in Context	30	S1	Campus	P: 30 points COMS 200-level or 60 points BC Schedule V. HoD mandatory.
COMS331	Researching and Reporting News	30	S1	Campus	P: Limited Entry. (i) COMS231, COMS232, COMS233. (ii) Permission from the Head of Department.
COMS332	News Production	30	S2	Campus	P: Limited Entry. (i) COMS331 (ii) Permission from the Head of Department.
COMS333	Podcasting Project	30	S2	Campus	P: 15 points at 200-level in COMS. Students without this prerequisite but with at least a B average in 60 points of relevant courses, may enter the course with the approval of the Department Co-ordinator or the Undergraduate Co-ordinator for COMS.
DIGI204	Communicating with Data and Digital Media	15	S1	Campus	P: Any 60 points at 100-level.
MAOR268	Kiriata: Māori film and Media	15	S1	Campus	P: Any 15 points at 100-level from CINE, MAOR, or TREO, or any 60 points at 100-level from the Schedule V of the BA. R: CINE213 EQ: CINE213 and TITO202
MAOR301	Ngāti Āpōpō: Māori Futures	30	S1	Campus	P: Any 30 points at 200-level from CULT, MAOR, POLS, or TREO, or any 60 points at 200-level from the Schedule V of the BA. R: POLS331, POLS358, CULT319 EQ: CULT319
MGMT100	Fundamentals of Management	15	S1	Campus	R: MGMT101
			S2	Campus	

MGMT240	Business Communication for the Global Age	15	NO		P: MGMT100 RP: MGMT206
MGMT330	Communication Management	15	S2	Campus	P: MGMT206 or COMS201 or SOCI219 or MKTG201
MKTG204	Consumer Behaviour	15	S2	Campus	P: (1) MKTG100 or COMS104; and (2) A further 45 points. R: MGMT204 EQ: MGMT204
MKTG307	Advertising and Promotion Management	15	S2	Campus	P: (1) MKTG201; and (2) MKTG202; and (3) MKTG204 R: MGMT318; MKTG303
MKTG315	Marketing for Behavioural Change	15	S2	Campus	P: Any 60 points at 200-level or above
PACE395	Internship	30	SU2	Campus	P: 150 points, special application and interview, and permission of the Internship Director. R: ARTS395 EQ: ARTS395
			A	Campus	
			S1	Campus	
			S2	Campus	
SPSC114	The Art and Science of Human Communication	15	SU2	Distance Learning	
			S1	Campus	
WRIT101	Writing for Academic Success	15	S1	Campus	R: ENGL117
			S1	Distance Learning	
			S2	Campus	
			S2	Distance Learning	