

PROGRAMME REGULATIONS

Programme Schedule

Bachelor of Communication

To be read in conjunction with the [Bachelors Generic Regulations](#).

1. Programme Schedule

The Programme Schedule applies to the Unitec Bachelor of Communication (BC) Level 7 Credits 360, including majors in Event Management, Media Studies, Public Relations and International Communication, Bachelor of Communication (Honours) (BICHN) Level 8, Credits 480.

2. Programme Specific Admission

2.1 Specific Admission

To be admitted to this programme, all applicants must meet the following requirements in addition to the requirements set out in the Bachelors Generic Regulations:

- a. provide a personal written statement describing the nature of and background to their motives for wishing to study for the degree; and
- b. demonstrate minimum competence in English either through:
 - i. at least 12 NCEA credits at Level 3 in English; or
 - ii. a grade of C or better in University Bursary English; or
 - iii. an overall IELTS (Academic) score of at least 6.5, with no band score lower than 6.0; or
 - iv. a TOEFL score of no less than 575, or equivalent.

3. Discretionary Admission

Applicants may be granted Discretionary Admission if they have:

- a. a minimum total of at least 72 NCEA credits at Level 2 in their best 4 subjects, including English; or
- b. a maximum total of 10 in New Zealand Six Form Certificate in the best four subjects, including English, or equivalent.

4. Selection Criteria

When the number of applications for admission exceeds the number of places available, the following selection criteria will be applied:

- a. demonstrate motivation to complete this programme;
- b. demonstrate awareness of both the discipline of communication and of this degree;
- c. show a personal commitment to succeed in this degree.

These criteria are not ranked in any order. Applicants who meet the greatest number of listed criteria will be the preferred candidates.

5. Selection Process

Relevant Academic Authority will select and offer places to students. Applicants may be required to attend an interview.

6. Requirements for the Award of the Q u a l i f i c a t i o n

6.1 Bachelor of Communication: Single Major

To be awarded the Bachelor of Communication with a single major, a student must have successfully completed 360 credits, accumulated in the pattern set out in Table 1a, 1b, 1c, 1d (depending on his or her major).

Table 1a: Minimum Credit Requirements Bachelor of Communication (Public Relations)

Level	Compulsory	Elective	Total
5	75	45	120
6	105	15	120
7	90	30	120
8	Students with at least a B+ average (minimum GPA of 5) may seek approval from the relevant Academic Authority to take 30 credits at Level 8 in their final year of study		
Total	270	90	360

Table 1b: Minimum Credit Requirements Bachelor of Communication (Event Management)

Level	Compulsory	Elective	Total
5	75	45	120
6	120	0	120
7	90	30	120
8	Students with at least a B+ average (minimum GPA of 5) may seek approval from the relevant Academic Authority to take 30 credits at Level 8 in their final year of study		
Total	285	75	360

Table 1c: Minimum Credit Requirements Bachelor of Communication (Media Studies)

Level	Compulsory	Elective	Total
5	75	45	120
6	105	15	120
7	90	30	120
8	Students with at least a B+ average (minimum GPA of 5) may seek approval from the relevant Academic Authority to take 30 credits at Level 8 in their final year of study		
Total	270	90	360

Table 1d: Minimum Credit Requirements Bachelor of Communication (International Communication)

Level	Compulsory	Elective	Total
5	75	45	120
6	105	15	120
7	90	30	120
8	Students with at least a B+ average (minimum GPA of 5) may seek approval from the relevant Academic Authority to take 30 credits at Level 8 in their final year of study		
Total	270	90	360

6.2 Bachelor of Communication: Double Major

- a. Students are allowed to complete a double major by combining two majors of their choice. The following majors are available: Event Management, Public Relations, and Media Studies.

To be awarded the Bachelor of Communication with a double major a student must successfully complete all the compulsory courses for each major at Levels 5, 6 and 7 plus electives as specified in Table 1e below. The total number of credits required to complete each double major is 405 credits.

- b. In order to be accepted for the double major, students must have attained a grade point average of a minimum B grade in their first two years of study.
- c. Students wishing to complete a double major must apply for approval from the relevant Academic Authority to enrol by the end of year 2.
- d. A student who has been awarded the degree with a single major may apply to the relevant Academic Authority for the endorsement of a double major if the requirements of that double major are completed within two years of the award of the degree with a single major. In exceptional circumstances the relevant Academic Authority may extend that time limit.

Table 1e: Double Major

Double Major				
Level	Major X		Major Y	Credits
5	5 compulsory courses and 3 elective courses			120
6	All compulsory courses		All compulsory courses	105 to 135*
7	All compulsory courses		All compulsory courses	105 to 150*
	The internship can be done in any of the majors.			
6/7	Additional electives to bring total credits to 405			Up to 90*
Total credits				405

**Depending on combination of majors*

Table 2a: Courses for Bachelor of Communication (Public Relations)

Compulsory courses are shown in **bold** text. Elective courses are shown in *italics*.

Level	Course No.	Course name	Credits	Prerequisites
Level 5				
5	COMM5532	Rhetoric and Persuasion	15	
5	COMM5542	Professional Writing	15	
5	COMM5544	Fundamentals of Communication	15	
5	COMM5545	The Communication Landscape	15	
5	COMM5547	Content Creation	15	
Plus three Level 5 Electives				
Level 6				
6	BSNS6371	Research Practice	15	COMM5544 and (COMM6531 or COMM6532)
6	COMM6531	Managing Diversity	15	Any other Level 5 course from a degree at Unitec
6	COMM6532	Managing Relationships	15	Any other Level 5 course from a degree at Unitec
6	COMM6545	Visual Communication	15	Any other Level 5 course from a degree at Unitec
6	COMM6534	Understanding Ethics	15	Any other Level 5 course from a degree at Unitec
6	COMM6535	Public Relations	15	Any other Level 5 course from a degree at Unitec
6	COMM6537	Professional News Writing	15	Any other Level 5 course from a degree at Unitec
Level 7				
7	COMM7532	International Communication	15	Any other Level 6 course from a degree at Unitec
7	COMM7533	Industry Internship	30	Subject to approval from the relevant Academic Authority
7	COMM7535	Communication in Organisations	15	Any other Level 6 course from a degree at Unitec
7	COMM7536	Reputation Management	15	COMM6535

Level	Course No.	Course name	Credits	Prerequisites
7	COMM7537	Media & Government Communication	15	Any two Level 6 courses from a degree at Unitec
Plus three Level 6 or 7 Electives				

Table 2b: Courses for Bachelor of Communication (Event Management)

Compulsory courses are shown in **bold** text. Elective courses are shown in *italics*.

Level	Course No.	Course name	Credits	Prerequisites
Level 5				
5	COMM5532	Rhetoric and Persuasion	15	
5	COMM5542	Professional Writing	15	
5	COMM5544	Fundamentals of Communication	15	
5	COMM5545	The Communication Landscape	15	
5	COMM5547	Content Creation	15	
Plus three Level 5 Electives				
Level 6				
6	COMM6500	Event Management	15	Any other Level 5 course from a degree at Unitec
6	BSNS6371	Research Practice	15	COMM5544 and (COMM6531 or COMM6532)
6	COMM6531	Managing Diversity	15	Any other Level 5 course from a degree at Unitec
6	COMM6532	Managing Relationships	15	Any other Level 5 course from a degree at Unitec
6	COMM6545	Visual Communication	15	Any other Level 5 course from a degree at Unitec
6	COMM6534	Understanding Ethics	15	Any other Level 5 course from a degree at Unitec
6	COMM6535	Public Relations	15	Any other Level 5 course from a degree at Unitec
6	COMM6537	Professional News Writing	15	Any other Level 5 course from a degree at Unitec
Level 7				
7	COMM7500	Event Production	15	COMM6500

Level	Course No.	Course name	Credits	Prerequisites
7	COMM7532	International Communication	15	Any other Level 6 course from a degree at Unitec
7	COMM7533	Industry Internship	30	Subject to approval from the relevant Academic Authority
7	COMM7535	Communication in Organisations	15	Any other Level 6 course from a degree at Unitec
7	COMM7536	Reputation Management	15	COMM6535
Plus two Level 6 or 7 Electives				

Table 2c: Courses for Bachelor of Communication (Media Studies)

Compulsory courses are shown in **bold** text. Elective courses are shown in *italics*.

Level	Course No.	Course name	Credits	Prerequisites
Level 5				
5	COMM5532	Rhetoric and Persuasion	15	
5	COMM5542	Professional Writing	15	
5	COMM5544	Fundamentals of Communication	15	
5	COMM5545	The Communication Landscape	15	
5	COMM5547	Content Creation	15	
Plus three Level 5 Electives				
Level 6				
6	BSNS6371	Research Practice	15	COMM5544 and (COMM6531 or COMM6532)
6	COMM6531	Managing Diversity	15	Any other Level 5 course from a degree at Unitec
6	COMM6532	Managing Relationships	15	Any other Level 5 course from a degree at Unitec
6	COMM6545	Visual Communication	15	Any other Level 5 course from a degree at Unitec
6	COMM6534	Understanding Ethics	15	Any other Level 5 course from a degree at Unitec
6	COMM6537	Professional News Writing	15	Any other Level 5 course from a degree at Unitec
6	COMM6540	Media and Society	15	COMM5544
Level 7				

Level	Course No.	Course name	Credits	Prerequisites
7	COMM7532	International Communication	15	Any other Level 6 course from a degree at Unitec
7	COMM7533	Industry Internship	30	Subject to approval from the relevant Academic Authority
7	COMM7534	Media Law	15	Any other Level 6 course from a degree at Unitec
7	COMM7537	Media & Government Communication	15	Any two Level 6 courses from a degree at Unitec
7	COMM7543	Global Media Issues	15	COMM5544 and COMM6540
Plus three Level 6 or 7 Electives				

Table 2d: Courses for Bachelor of Communication (International Communication)

Compulsory courses are shown in **bold** text. Elective courses are shown in *italics*.

Level	Course No.	Course name	Credits	Prerequisites
Level 5				
5	COMM5532	Rhetoric and Persuasion	15	
5	COMM5542	Professional Writing	15	
5	COMM5544	Fundamentals of Communication	15	
5	COMM5545	The Communication Landscape	15	
Plus three Level 5 Electives				
Level 6				
6	BSNS6371	Research Practice	15	COMM5544 and (COMM6531 or COMM6532)
6	COMM6531	Managing Diversity	15	Any other Level 5 course from a degree at Unitec
6	COMM6532	Managing Relationships	15	Any other Level 5 course from a degree at Unitec
6	COMM6545	Visual Communication	15	Any other Level 5 course from a degree at Unitec

Level	Course No.	Course name	Credits	Prerequisites
Level 5				
6	COMM6534	Understanding Ethics	15	Any other Level 5 course from a degree at Unitec
6	COMM6537	Professional News Writing	15	Any other Level 5 course from a degree at Unitec
6	COMM6540	Media and Society	15	COMM5544
Level 7				
7	COMM7532	International Communication	15	Any other Level 6 course from a degree at Unitec
7	COMM7533	Industry Internship	30	Subject to approval from the relevant Academic Authority
7	COMM7534	Media Law	15	Any other Level 6 course from a degree at Unitec
7	COMM7537	Media & Government Communication	15	Any two Level 6 courses from a degree at Unitec
7	COMM7543	Global Media Issues	15	COMM5544 and COMM6540
Plus three Level 6 or 7 Electives				

Table 2e: Elective Courses

Level	Course No.	Course name	Credits	Prerequisites
Level 5				
5	COMM5538	Psychology	15	
5	COMM5546	Auckland Events: Shaping our City	15	
Any other Level 5 course from a degree at Unitec				
Level 6				
6	LANG6210	Oral Chinese 2	15	LANG5209
6	LANG6220	Oral Japanese 2	15	LANG5219
6	LANG6246	Español 2	15	LANG5245
6	COMM6540	Media and Society	15	COMM5544
Any other Level 6 course from a degree at Unitec				
Level 7				
7	LANG7201	Japanese Communication in a Social Context: Living the Language (Japanese)	15	LANG6220 or equivalent
7	COMM7500	Event Production	15	COMM6500

Level	Course No.	Course name	Credits	Prerequisites
Level 5				
7	COMM7501	Research Project	15	Department consent and Grade B average in BSNS6371
7	COMM7542	Narrative Stage 2	15	
7	COMM7534	Media Law	15	Any other Level 6 course from a degree at Unitec
7	COMM7535	Communication in Organisations	15	Any other Level 6 course from a degree at Unitec
7	COMM7538	Developing On-line & Web Documentation	15	COMM6538
7	COMM7544	Campaign Project	15	Any other Level 6 course from a degree at Unitec and departmental consent.
7	COMM7545	Industry Project	15	Any two Level 6 courses from a degree at Unitec and departmental consent.
Any other Level 6 or 7 course from a degree at Unitec				
8	Postgraduate Communication course at Unitec			Departmental consent

Additional Elective Courses (prerequisites may apply)				
Level	Course No.	Course name	Credits	Pre-reqs
5	LANG5209	Introduction to Oral Chinese	15	
5	LANG5219	Introduction to Oral Japanese	15	
5	LANG5245	Introduction to Spanish	15	
5	MAOR5010	Te Reo me onaTikanga – Rua	15	
5	MAOR5020	Tikanga Marae – Mahi	15	
5	MAOR5050	Understanding Te Ao Maori	15	
5	MAOR5060	Te Reo me onaTikanga – Tahī	15	
6	LANG6276	Introduction to Contemporary East Asian Societies	15	
7	LANG7277	Doing Business in East Asia	15	

6.3 Bachelor of Communication (Honours)

- a. To be awarded the Bachelor of Communication (Honours), a student must have successfully completed 480 credits, including:
 - all requirements for the Bachelor of Communication; and

- a minimum of 120 credits from courses shown in Table 3.
- b. The 120 credits studied following the completion of the Bachelor of Communication requirements must be completed within 12 months of admission to the Honours year and immediately following completion of the requirements for the Bachelor of Communication.

6.4 Course details – Bachelor of Communication (Honours)

Table 3: Courses for Bachelor of Communication (Honours)

Compulsory courses are shown in **bold** text. Elective courses are shown *italics*.

Level	Course No.	Course name	Credits	Prerequisites
8	COMM8177	Research Methods	30	
8	COMM8178	Supervised Research Project	30	COMM8177
8	COMM8171	<i>Communicating in Organisations</i>	30	
8	COMM8173	<i>Intercultural Issues in Communication Management</i>	30	
8	COMM8174	<i>International Media Communication</i>	30	
8	COMM8175	<i>International Political Communication</i>	30	
8	COMM8176	<i>Strategic Communication and Information Management</i>	30	
8	COMM8180	<i>Special Topic</i>	30	
8	COMM8187	<i>Communication Practicum</i>	30	

7. Credit Recognition and Exemptions

7.1 Language Credit Recognition and Exemptions

- Students who have studied an international language, other than English, and gained a passing grade in Universities Entrance, Bursaries and Scholarships examinations (or equivalent) may apply for, and be granted, an exemption from the Level 5 international language courses.
- Students who have gained a minimum of an A grade in Universities Entrance, Bursaries and Scholarships examinations (or equivalent) Chinese, Japanese, or Spanish may be granted, on application, a credit recognition for either Introduction to Oral Japanese (LANG5119), or Introduction to Oral Chinese (LANG5109), or Introduction to Spanish (LANG5144) respectively.

8. Assessment

8.1 Assessment basis

All written assessments are achievement based using an 11-point grading scale.

8.2 Calculation of course grades

Course grades will be determined by the mathematical aggregation of weighted assessment marks and reported according to the following scale:

Table 4a: Course Grades

Grade	Percentage	Result
A+	90 – 100	Pass

Grade	Percentage	Result
A	85 – 89	Pass
A-	80 – 84	Pass
B+	75 – 79	Pass
B	70 – 74	Pass
B-	65 – 69	Pass
C+	60 – 64	Pass
C	55 – 59	Pass
C-	50 – 54	Pass
D	40 – 49	Fail
E	0 – 39	Fail

- a. Competency based assessment will apply to course COMM7533 according to the following criteria:

Table 4b: Course Grades Competency based assessment

Grade	Status
M	Merit Pass
P	Pass
NC	Not Yet Competent

- b. Students may be awarded one of the following grades for a course if they meet the criteria described. Grades will be reported according to the scale shown in Table 4.c.

Table 4c: Grade Criteria

Grade	Meaning	Criteria
CR	Credit Recognition	The student has applied for and been awarded a credit recognition from another qualification
DEF	Deferred	The course result has been deferred
W	Withdrawn	If a student withdraws from a course after the 10% date of the course is completed and up to or at the 75% date of the course. No credits earned.
DNC	Did not complete	A student has either withdrawn after the 75% date of the course has been taught or not attempted a compulsory item of assessment within a course. No Credits earned.

- c. In order to achieve a passing grade for the course, all assessment items and sub items must be attempted and submitted.

8.3 Special Assessment Circumstances and Late Submission

Students who, due to circumstances beyond their control, are prevented from completing an assessment item by the due date, or believe their performance on an assessment was impaired, can complete a Special Assessment Circumstances (SAC) form. The application must be lodged with the appropriate documentation within 5 working days of the due date of the assessment. Students are only allowed to submit one SAC per course, per semester.

Students who have not applied for a SAC and had a SAC approved by the relevant Academic Authority, may only receive a maximum grade of C- if the assessment is submitted up to three days beyond the deadline.

8.4 Restricted Passes

Restricted passes will not be awarded for courses in this degree.

8.5 Resits and resubmissions

- Resits and resubmissions of failed summative assessment items may be allowed at the discretion of the relevant Academic Authority.
There will be one opportunity per course only for each resubmitted or re-presented item of assessment. The proportion of work that may be resubmitted in any course shall not exceed 50% of the summative assessment for that course.
- Except in exceptional circumstances, application to resubmit must be made to the relevant Academic Authority no later than one week following the return of the failed assessment task, and resubmission must take place within two weeks after permission has been granted. In all cases, the original marked assignment will accompany resubmitted assignments. If resubmitted work is not accompanied by the original marked assignment, the resubmitted work will not be marked and the original grade will stand.
- The maximum grade allowable for any reassessed failed assessment event is C-.

d. Resits and resubmissions are not available for any courses at Level 8.

8.6 Use of Te Reo Maori in assessment

Students wishing to use Te Reo Maori in assessment items must notify their course co-ordinator by week two of the course concerned.

9. Restriction Table

Course number	has restriction of course
COMM5531	COMM5431
COMM5532	COMM5432
COMM5533	COMM5433
COMM5534	COMM5434
COMM5535	COMM5435
COMM5537	COMM5437
COMM5538	COMM5438
COMM5539	COMM5439
COMM5542	COMM5442
COMM5544	COMM5531 and COMM5537
COMM6531	COMM6431
BSNS6371	COMM7431
COMM6532	COMM6432
COMM6533	COMM6433
COMM6534	COMM6434
COMM6535	COMM6435
COMM6537	COMM6437
COMM6538	COMM6438
COMM6540	COMM6440
COMM7531	COMM7431
COMM7532	COMM7432
COMM7533	COMM7433
COMM7534	COMM7434
COMM7535	COMM7435
COMM7536	COMM7436
COMM7537	COMM7437
COMM7538	COMM7438
COMM7539	COMM7439
COMM7541	COMM7441

10. Transition Arrangements

10.1 Transition arrangements for students who commenced their studies prior to Semester 2, 2014.

Semester 2, 2014 enrolments

- a. Students who have completed COMM5531 but not completed COMM5537 must enrol and pass COMM5537.
- b. Students who have not completed either COMM5531 or COMM5537 must follow the new structure and enrol in COMM5544.

From Semester 1, 2015

- a. Students who have completed COMM5531 but not completed COMM5537 will enrol in COMM5544. COMM5531 credits can be used as a level 5 elective.

11. General Provisions

11.1 Exclusion from the programme

Any student who, over the period covered by the last four semesters of his or her studies at Unitec, including relevant study at other institutions, has not achieved a Pass Grade in courses equivalent to one half or more of the credits in which he or she has been enrolled over that period, shall be excluded from enrolment in assessed courses in any Programme, and shall not be permitted to re-enrol in any programme without the prior permission of the relevant Academic Authority in accordance with the Admission Requirements Policy.

12. Commencement

These regulations came into force in Semester 1, 2018.