

In the Bachelor of Communication (Professional Communication) at RMIT Melbourne, students can choose among major streams:

- Advertising
- Journalism
- Media Production
- Public Relations

Secondly, they have to choose among contextual study streams:

- Contextual Studies: Approaches to Popular Culture
- Contextual Studies: Asian Media and Culture
- Contextual Studies: Cinema Studies
- Contextual Studies: Literary Studies
- Contextual Studies: Politics, Economies and Communication

One year at RMIT Vietnam  
Intake: February



Two years at RMIT Melbourne  
Intake: February (one year after)

## YEAR 1

## VIETNAM - SEMESTER 1

COMM2693 Professional Communication: Contemporary Approaches to Media and Communication

COMM2374 Foundations of Public Relations

## VIETNAM - SEMESTER 2

COMM2377 Modern Asia

COMM2383 New Media, New Asia

MKTG1294 Introduction to Advertising

## VIETNAM - SEMESTER 3

COMM2692 Making Media

COMM2696 Features and Storytelling

COMM2489 Asian Cinemas

## YEAR 2

## MELBOURNE - SEMESTER 1

COMM2626 Media 3

OR

COMM2654 Journalism Ethics, Law and Power

OR

COMM2337 Managing a Communication Business

COMM2143 Communication Strategy and Planning

OR

COMM2333 Client Management

GRAP2311 Creative Advertising

Contextual Studies 1

Contextual Studies 2

## MELBOURNE - SEMESTER 2

COMM2627 Media 4

OR

COMM2653 Journalism Technologies

OR

COMM2686 Contemporary PR Research

OR

COMM2662 Advertising Industry Practice

Contextual Studies 3

COMM2324 Interdisciplinary Communication Project

## YEAR 3

## MELBOURNE - SEMESTER 3

COMM2628 Media 5

OR

COMM2656 Reporting with Sound and Image

OR

COMM2687 Influence and Impact in Public Relations

OR

GRAP2319 Copywriting

GRAP2315 Art Direction

Contextual Studies 4

Contextual Studies 5

## MELBOURNE - SEMESTER 4

COMM2675 Professional Communication Studio

COMM2639 Media and Communication Internship

\*Course enrolment is flexible and subject to availability

Review which intake courses are offered in RMIT Melbourne: <http://bit.ly/Enrolment-RMIT-Melbourne>

One and a half years at RMIT Vietnam



One and a half years at RMIT Melbourne

Intake: October

Intake: February (two years after)

## YEAR 1

## VIETNAM - SEMESTER 1

COMM2693 Professional Communication: Contemporary Approaches to Media and Communication	COMM2374 Foundations of Public Relations
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## VIETNAM - SEMESTER 2

COMM2377 Modern Asia	COMM2692 Making Media	MKTG1294 Introduction to Advertising
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## VIETNAM - SEMESTER 3

COMM2696 Features and Storytelling	COMM2379 Mass Media in Asia	COMM2489 Asian Cinemas
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## YEAR 2

## VIETNAM - SEMESTER 4

GRAP2412 Creative Advertising	COMM2384 Client Management	COMM2386 Interdisciplinary Communication Project
OR		
COMM2385 Managing a Communication Business	COMM2381 Communication Strategy and Planning	

## MELBOURNE - SEMESTER 1

COMM2687 Influence and Impact in Public Relations	COMM2336 New Media, New Asia	COMM2253 Sex, Politics & Social Change in Asia
OR		
GRAP2319 Copywriting	GRAP2315 Art Direction	

## YEAR 3

## MELBOURNE - SEMESTER 1

COMM2686 Contemporary PR Research	COMM2675 Professional Communication Studio
OR	
COMM2662 Advertising Industry Practice	

## MELBOURNE - SEMESTER 3

COMM2639 Media and Communication Internship	University elective	University elective	School option course
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\*Course enrolment is flexible and subject to availability

Review in which intake courses are offered in RMIT Melbourne: <http://bit.ly/Enrolment-RMIT-Melbourne>

One year at RMIT Vietnam



Two years at RMIT Melbourne

Intake: June

Intake: July (one year after)

## YEAR 1

## VIETNAM - SEMESTER 1

COMM2693 Professional Communication: Contemporary Approaches to Media and Communication	COMM2374 Foundations of Public Relations
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## VIETNAM - SEMESTER 2

COMM2696 Features and Storytelling	COMM2692 Making Media	MKTG1294 Introduction to Advertising
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## VIETNAM - SEMESTER 3

GRAP2412 Creative Advertising	COMM2384 Client Management	University Elective
OR COMM2385 Managing a Communication Business	COMM2381 Communication Strategy and Planning	

## YEAR 2

## MELBOURNE - SEMESTER 1

COMM2686 Contemporary PR Research	Contextual Studies 1	COMM2324 Interdisciplinary Communication Project
OR COMM2662 Advertising Industry Practice		

## MELBOURNE - SEMESTER 2

Contextual Studies 2	Contextual Studies 3	University elective	School option course
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## YEAR 3

## MELBOURNE - SEMESTER 3

COMM2675 Professional Communication Studio	Contextual Studies 4
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## MELBOURNE - SEMESTER 4

COMM2687 Influence and Impact in Public Relations	COMM2639 Media and Communication Internship	Contextual Studies 5
OR GRAP2319 Copywriting		

\*Course enrolment is flexible and subject to availability

Review in which intake courses are offered in RMIT Melbourne: <http://bit.ly/Enrolment-RMIT-Melbourne>

RMIT Vietnam: 3 semesters / year

Sem 1: Feb - Jun | Sem 2: Jun - Sep | Sem 3: Oct - Jan

RMIT Melbourne: 2 semesters / year

Sem 1: Feb - Jun | Sem 2: Jul - Nov