

Course Offer Guide

The Course Offer Guide is an integrated tool within the UniSQ Handbook designed to help students plan their studies with confidence. It provides a clear overview of:

- Course availability across the academic year (e.g. Trimester 1, Block 2).
- Delivery mode for each course, whether online, on-campus, or external.
- Campus offerings, showing where each unit is available.

This guide supports informed decision-making by allowing students to explore flexible study options and align their enrolment with personal and academic goals.

Export Information

Details in this file are accurate as at the date of export/printing and are subject to change during the year and from year to year. This document is provided to enable users to make notes and annotations, as needed.

Contents within the Course Offerings section of this document are a condensed version of the UniSQ Handbook. For detailed information, check <https://handbook-guide.unisq.edu.au/program/2024/DAPC>.

Once exported, UniSQ will no longer accept this document as a source-of-truth for curriculum content. Users must check with source systems to confirm the accuracy of data after export.

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Sources

- [UniSQ Handbook](#)
- [UniSQ Course Offer Guide](#)
- [UConnect](#)

Legend

Abbreviations used include:

Code	Meaning	Colour
TR1-TR3	Trimester 1-3	-
BL1-BL6	Block 1-6	-
YL1-YL3	Year-long 1-3	-
RES1-RES8	Research 1-8	-
ON	On-campus	UniSQ Gold
OL	Online	UniSQ Dark Plum

Code	Meaning	Colour
EXT	External	UniSQ Fire Sky red
Mixed (e.g. ON / OL)	More than one mode (e.g. On-campus / Online)	UniSQ Soft Pink

DAPC - Diploma of Professional Communication

Program Code	DAPC
Program Type	Undergraduate
Credit Points	8
UniSQ Handbook	https://handbook-guide.unisq.edu.au/program/2024/DAPC
Course Offer Guide	https://course-offer-guide.unisq.edu.au/2024/DAPC.html

Program Rules

The Diploma of Professional Communication comprises eight units of study, two of which are core courses. The remaining six units are Advertising, Journalism and Public Relations courses. The Diploma of Professional Communication may articulate into the Bachelor of Communication and Media.

Course Offerings

Core Courses (2 Units)

Course	Springfield			Toowoomba		
	TR1	TR2	TR3	TR1	TR2	TR3
HAC1000 - The Skilful Communicator 1.00 Unit(s) Course Anti-requisite: Course Anti-requisite: (Course CMS1100 OR Course CMS1000) Other: Enrolment is not permitted in HAC1000 if CMS1000 or CMS1100 has been previously completed.	ON	ON		OL / ON	OL / ON	OL
HAC1001 - The Professional Self: Building Career Identity 1.00 Unit(s) No requisites		ON		ON / OL	ON / OL	OL

Course Selection (6 Units)

Choose six (6) of the following Courses

	Toowoomba	
Course	TR1	TR2
ADV1001 - Introduction to Advertising 1.00 Unit(s) No requisites **Not Offered**		
ADV1002 - Advertising as Engagement 1.00 Unit(s) No requisites **Not Offered**		
ADV2001 - Advertising as Communication 1.00 Unit(s) Course Co-requisite Course Pre-requisites: Course Co-requisite: Course ADV1001 Course Pre-requisites: Course ADV1001 **Not Offered**		
ADV2002 - Advertising: Copywriting and Concept Design 1.00 Unit(s) No requisites **Not Offered**		
JRN1020 - The Journalist's Toolkit 1.00 Unit(s) No requisites **Not Offered**		
JRN1030 - Reporting the News 1.00 Unit(s) Course Co-requisite Course Pre-requisites: Course Co-requisite: Course JRN1020 Course Pre-requisites: Course JRN1020		ON / OL
JRN2009 - Feature Writing 1.00 Unit(s) Course Anti-requisite Course Pre-requisites: Course Anti-requisite: Course JRN3003 Course Pre-requisites: Course JRN1030	ON / OL	
JRN2100 - Digital Storytelling in Journalism 1.00 Unit(s) Course Pre-requisites: Course Pre-requisites: Course JRN1030	OL / ON	
JRN2200 - News Design and Analytics 1.00 Unit(s) Course Anti-requisite Course Pre-requisites: Course Anti-requisite: Course JRN2001 Course Pre-requisites: Course JRN2100		OL
PRL1002 - The PR Playbook: Practice and Tools		

	Toowoomba	
Course	TR1	TR2
1.00 Unit(s) No requisites **Not Offered**		
PRL1005 - Digital Networks for PR 1.00 Unit(s) No requisites **Not Offered**		
PRL1006 - Crafting PR Content 1.00 Unit(s) Course Anti-requisite: Course Anti-requisite: Course PRL2003 **Not Offered**		
PRL2006 - Event Planning and Delivery 1.00 Unit(s) No requisites		OL / ON

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