

AQF LEVEL	AQF LEVEL 7 CRITERIA – BACHELOR DEGREE	PROGRAM LEARNING OUTCOMES
<b>PURPOSE</b>	The Bachelor Degree qualifies individuals who apply a broad and coherent body of knowledge in a range of contexts to undertake professional work and as a pathway for further learning	
<b>KNOWLEDGE</b>	Graduates of a Bachelor Degree will have a broad and coherent body of knowledge, with depth in the underlying principles and concepts in one or more disciplines as a basis for independent lifelong learning.	<p><b>Graduates of the Bachelor of Communication will have the following knowledge and skills and demonstrate their application:</b></p> <ul style="list-style-type: none"> <li>• <b>Knowledge and skills with critical judgement and reflection:</b> Analyse, reflect and apply diverse theories and practical knowledge when making professional judgements, so as to communicate effectively across audiences and platforms</li> </ul>
<b>SKILLS</b>	<p>Graduates of a Bachelor Degree will have:</p> <ul style="list-style-type: none"> <li>• cognitive skills to review critically, analyse, consolidate and synthesise knowledge</li> <li>• cognitive and technical skills to demonstrate a broad understanding of knowledge with depth in some areas</li> <li>• cognitive and creative skills to exercise critical thinking and judgement in identifying and solving problems with intellectual independence</li> <li>• communication skills to present a clear, coherent and independent exposition of knowledge and ideas</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Strong collaboration skills:</b> Collaborate meaningfully and professionally with peers, partners and diverse communities in different contexts, locally and globally.</li> <li>• <b>Creative enquiry and innovation:</b> Develop adaptive skills and broad knowledge that will enable you to research critically, think creatively and devise appropriate solutions that respond to the changing dynamics of communication practice.</li> <li>• <b>Social and environmental awareness:</b> Produce media content and communication strategies that advance social and environmental justice, applying ethical and legal practices in a range of contexts.</li> <li>• <b>Respectful knowledge of First Nations peoples:</b> Apply knowledge about First Australian peoples in your professional practice and engage with First Nations peoples and communities respectfully and responsibly.</li> <li>• <b>Self-awareness and robust professional identity:</b> Cultivate robust ethical practice, through self-reflection, to independently manage your professional identity within a changing media and communication landscape.</li> </ul>

**APPLICATION OF  
KNOWLEDGE &  
SKILLS**

Graduates of a Bachelor Degree will demonstrate the application of knowledge and skills:

- with initiative and judgement in planning, problem solving and decision making in professional practice and/or scholarship
- to adapt knowledge and skills in diverse contexts
- with responsibility and accountability for own learning and professional practice and in collaboration with others within broad parameters