

# B1342 Bachelor of Communication (Strategic Communication major)

Academic Chair: Maeve Berry

Start Date: Semester 1 2024

Year 1 – 2024	Semester 1 Units		Semester 2 Units	
		CP		CP
	COM107 Strategic Communication	3	MSP100 Career Learning: Managing Your Career	3
	COM109 Introduction to Digital Media Skills	3	Course Specified Elective	3
	Course Specified Elective	3	Major 2	3
	Major 2 or option	3	Major 2 or option	3
	<b>Total</b>	<b>12</b>	<b>Total</b>	<b>12</b>
Year 2 - 2025	Semester 1 Units		Semester 2 Units	
		CP		CP
	COM200 Communication Research (course core unit)	3	Spine Specified Elective	3
	COM215 Public Relations in Society	3	COM214 Communication Strategy and Planning	3
	COM202 Content Creation	3	Major 2 or option	3
	Major 2	3	Major 2 or option	3
	<b>Total</b>	<b>12</b>	<b>Total</b>	<b>12</b>
Year 3 - 2026	Semester 1 Units		Semester 2 Units	
		CP		CP
	Spine Specified Elective	3	COM306 Specialist Communication (course core unit)	3
	COM302 Web Analytics	3	COM307 Campaign Management	3
	COM345 Issues and Crisis Management	3	Major 2 or option	3
	Course Specified Elective	3	Major 2 or option	3
	<b>Total</b>	<b>12</b>	<b>Total</b>	<b>12</b>

**TOTAL CREDIT POINTS 72**

**Please note:** This course plan is a sample only and must be read in conjunction with the full course structure, unit prerequisites and enrolment options as outlined in the [Handbook](#). Students should note that due to unit prerequisites, commencing study in Semester 2 may extend the duration of the course. This information is correct as at 31/05/2023