

B1342 Bachelor of Communication (Web Communication major)

Academic Chair: Maeve Berry

Start Date: Semester 1 2024

Year 1 – 2023	Semester 1 Units	CP	Semester 2 Units	CP
		Course Specified Elective	3	MSP100 Career Learning: Managing Your Career
	COM109 Introduction to Digital Media Skills	3	GRD118 Introduction to Graphic Design	3
	Major 2 or option	3	Major 2 or option	3
	Major 2 or option	3	Major 2 or option	3
	Total	12	Total	12
Year 2 - 2024	Semester 1 Units	CP	Semester 2 Units	CP
		Course Specified Elective	3	Spine Specified Elective
	COM202 Content Creation	3	GRD263 Web Design	3
	COM278 Digital Communication Strategy	3	Major 2 or option	3
	COM200 Communication Research (course core unit)	3	Major 2 or option	3
	Total	12	Total	12
Year 3 - 2025	Semester 1 Units	CP	Semester 2 Units	CP
		Spine Specified Elective	3	COM306 Specialist Communication (course core unit)
	Course Specified Elective	3	COM302 Web Analytics	3
	BUS359 Digital and Social Media Marketing	3	WEB301 Web Communication Project	3
	Major 2 or option	3	Major 2 or option	3
	Total	12	Total	12
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