

B1342 Bachelor of Communication (Strategic Communication major)

Academic Chair: Maeve Berry

Start Date: Semester 2 2024

Year 1 – 2024			Semester 2 Units		CP	
			MSP100 Career Learning: Managing Your Career		3	
			COM109 Introduction to Digital Media Skills		3	
			Major 2		3	
			Major 2 or option		3	
			Total	12		
Year 2 - 2025	Semester 1 Units		CP	Semester 2 Units		CP
	COM200 Communication Research (course core unit)	3		Spine Specified Elective		3
	Course Specified Elective	3		COM214 Communication Strategy and Planning		3
	COM107 Strategic Communication	3		Major 2 or option		3
	COM202 Content Creation	3		Major 2 or option		3
	Total	12		Total	12	
Year 3 - 2026	Semester 1 Units		CP	Semester 2 Units		CP
	Course Specified Elective	3		COM306 Specialist Communication (course core unit)		3
	COM302 Web Analytics	3		COM307 Campaign Management		3
	COM215 Public Relations in Society	3		Major 2 or option		3
	Major 2 or option	3		Major 2 or option		3
	Total	12		Total	12	
Year 4 - 2027	Semester 1 Units		CP			
	Spine Specified Elective	3				
	Course Specified Elective	3				
	COM345 Issues and Crisis Management	3				
	Major 2 or option	3				
	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