

B1342 Bachelor of Communication (Strategic Communication major)

Academic Chair: Maeve Berry

Start Date: Semester 1 2025

| Year 1 - 2025 | 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 |
| | Total | 12 | Total | 12 |
| Year 2 - 2026 | 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 |
| | Total | 12 | Total | 12 |
| Year 3 - 2027 | 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 |
| | 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 19/11/2024.