B1342 Bachelor of Communication (Web Communication major)

Academic Chair: Maeve Berry   **Start Date:** Semester 2 2023

<table>
<tr><td rowspan="6">Year 1 – 2023</td><td></td><td></td><td>Semester 2 Units</td><td>CP</td></tr>
<tr><td></td><td></td><td>MSP100 Career Learning: Managing Your Career</td><td>3</td></tr>
<tr><td></td><td></td><td>GRD118 Introduction to Graphic Design</td><td>3</td></tr>
<tr><td></td><td></td><td>Major 2 or option</td><td>3</td></tr>
<tr><td></td><td></td><td>Major 2 or option</td><td>3</td></tr>
<tr><td></td><td></td><td>Total</td><td>12</td></tr>
<tr><td rowspan="5">Year 2 - 2024</td><td>Semester 1 Units</td><td>CP</td><td>Semester 2 Units</td><td>CP</td></tr>
<tr><td>COM200 Communication Research (course core unit)</td><td>3</td><td>Spine Specified Elective</td><td>3</td></tr>
<tr><td>Course Specified Elective</td><td>3</td><td>GRD263 Web Design</td><td>3</td></tr>
<tr><td>COM109 Introduction to Digital Media Skills</td><td>3</td><td>Major 2 or option</td><td>3</td></tr>
<tr><td>Major 2 or option</td><td>3</td><td>Major 2 or option</td><td>3</td></tr>
<tr><td></td><td>Total</td><td>12</td><td>Total</td><td>12</td></tr>
<tr><td rowspan="5">Year 3 - 2035</td><td>Semester 1 Units</td><td>CP</td><td>Semester 2 Units</td><td>CP</td></tr>
<tr><td>Course Specified Elective</td><td>3</td><td>COM306 Specialist Communication (course core unit)</td><td>3</td></tr>
<tr><td>COM202 Content Creation</td><td>3</td><td>COM302 Web Analytics</td><td>3</td></tr>
<tr><td>COM278 Digital Communication Strategy</td><td>3</td><td>WEB301 Web Communication Project</td><td>3</td></tr>
<tr><td>Major 2 or option</td><td>3</td><td>Major 2 or option</td><td>3</td></tr>
<tr><td></td><td>Total</td><td>12</td><td>Total</td><td>12</td></tr>
<tr><td rowspan="5">Year 4 - 2026</td><td>Semester 1 Units</td><td>CP</td><td></td><td></td></tr>
<tr><td>Spine Specified Elective</td><td>3</td><td></td><td></td></tr>
<tr><td>Course Specified Elective</td><td>3</td><td></td><td></td></tr>
<tr><td>BUS359 Digital and Social Media Marketing</td><td>3</td><td></td><td></td></tr>
<tr><td>Major 2 or option</td><td>3</td><td></td><td></td></tr>
<tr><td></td><td>Total</td><td>12</td><td></td><td></td></tr>
</table>

	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