

## Semester 2, 2022 Entry

**Course:** B1342 Bachelor of Communication (Strategic Communication)

Credit points: 72

Academic Chair: Renae Desai r.desai@murdoch.edu.au

|        | Semester 1   |                              | Semester 2  |  |                              |
|--------|--|------------------------------|---|--|------------------------------|
| Year 1 |  |                              | <b>MSP100 (spine core) – also available in S1</b><br>COM109 Introduction to Digital Media Skills - also available in S1<br>Major 2 Core or general elective<br>Major 2 Core or general elective |  | 3 cp<br>3 cp<br>3 cp<br>3 cp |
| Year 2 | Course Specified Elective (COM100 prerequisite for COM200)<br>COM107 Introduction to Strategic Communication<br>Major 2 Core or general elective<br>Major 2 Core or general elective | 3 cp<br>3 cp<br>3 cp<br>3 cp | <b>Spine Specified Elective</b><br>COM214 Communication Strategy and Planning (prerequisite for COM307)<br>Course Specified Elective<br>Major 2 Core or general elective                        |  | 3 cp<br>3 cp<br>3 cp<br>3 cp |
| Year 3 | COM200 Communication Research<br>COM202 Content Creation<br>COM215 PR in Society<br>Major 2 Core or general elective   | 3 cp<br>3 cp<br>3 cp<br>3 cp | <b>Spine Specified Elective</b><br>COM306 Specialist Communication<br>COM307 Campaign Management<br>Major 2 Core or general elective  |  | 3 cp<br>3 cp<br>3 cp<br>3 cp |
| Year 4 | COM345 Issue and Crisis Management<br>COM302 Web Analytics<br>Course Specified Elective<br>Major 2 Core or general elective  | 3 cp<br>3 cp<br>3 cp<br>3 cp |   |  |                              |

Please contact the Academic Chair if you require assistance with planning your chosen second major, co-major or minor, as semester offerings may differ.

Course specified electives can be taken out of order (taking prerequisites into account) and units can be found under the course structure in the Handbook.

Students should note that if unit prerequisites are required, this may extend the duration of your course.

Disclaimer: This course plan is a sample only and must be read in conjunction with the full course structure, unit prerequisites and enrolment options as per the online [Handbook](#).