

Semester 2, 2022 Entry

Course: B1342 Bachelor of Communication (Web Communication)

Credit points: 72

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

	Semester 1		Semester 2	
Year 1			MSP100 (spine core) – also available in S1 GRD118 Introduction to Graphic Design COM109 introduction to Digital Media Skills - also available in S2 Major 2 Core or general elective	3 cp 3 cp 3 cp 3 cp
Year 2	Spine Specified Elective COM278 Digital Communication Strategy Course Specified Elective (COM100 prerequisite for COM200) Major 2 Core or general elective	3 cp 3 cp 3 cp 3 cp	Spine Specified Elective GRD263 Web Design Course Specified Elective Major 2 core or general elective	3 cp 3 cp 3 cp 3 cp
Year 3	COM200 Communication Research COM202 Content Creation COM302 Web Analytics Major 2 Core or general elective	3 cp 3 cp 3 cp 3 cp	COM306 Specialist Communication WEB301 Web Communication Project Major 2 Core or general elective Major 2 Core or general elective	3 cp 3 cp 3 cp 3 cp
Year 4	BUS359 Digital and Social Media Marketing Course Specified Elective Major 2 Core or general elective Major 2 Core or general elective	3 cp 3 cp 3 cp 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](#).