

Course Plan

B1342 [Strategic Communication](#) (Bachelor of Communication) Semester 1 2020 entry

	Semester 1		Semester 2	
Year 1	COM100 Thinking Communication (also available S2)	3pts	MSP100 Career Learning: Managing Your Career	3pts
	COM105 Critical Web Literacy	03pts	COM101 Social Media	3pts
	COM107 Strategic Communication	3pts	Part I General Elective	3pts
	COM109 Introduction to Digital Media Skills	3pts	Part I General Elective*	3pts
	OR			
	GRD118 Introduction to Graphic Design (Semester 2 only) – Students intending to take GRD263 Web Design MUST take this unit			
		<u>12pts</u>		<u>12pts</u>
Year 2	COM200 Communication Research	3pts	MSP200 Career Learning: Developing Skills	3pts
	COM202 Content Creation	3pts	OR	3pts
	COM215 Public Relations in Society	3pts	COM203 Consulting and Freelancing	3pts
	Part II General Elective	3pts	COM214 Communication Strategy and Planning	3pts
			Part II General Elective	3pts
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		<u>12pts</u>		<u>12pts</u>
Year 3	MSP201 Real World Learning		COM300 Communication Project	3pts
	OR select from the following:		COM307 Campaign Management	3pts
	COM306 Specialist Communication	3pts	Part II General Elective	3pts
	COM308 Professional Internship (also available S2)		Part II General Elective	3pts
	COM313 Campus Radio			
	COM345 Issues and Crisis Management	3pts		
	MAJOR Specified Elective	3pts		
	Part II General Elective	3pts		
		<u>12pts</u>		<u>12pts</u>

MAJOR Specified Electives – Select **ONE** units in Year 3 from the following:

	Semester 1	
Yr 3	COM302 Web Analytics GRD263 Web Design	

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](#).
Students should note that due to unit prerequisites, commencing study in Semester 2 may extend the duration of the course.

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* Units toward a second Major or Minor(s) may be substituted for General Electives. Students are encouraged to consider a second Major and/or Minors(s). First year electives are an opportunity to explore other areas of study.

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