

B1342 Bachelor of Communication (Strategic Communication)

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Start Date: Semester 1 2026

Year 1 - 2026	Semester 1 Units	CP	Semester 2 Units	CP
	COM107 Strategic Communication	3	Discovery unit	3
	COM100 Thinking Communication (course core unit)	3	COM101 Social Media (course core unit)	3
	Major 2 or option	3	COM109 Introduction to Digital Media Skills	3
	Major 2 or option	3	Major 2 or option	3
	Total	12	Total	12
Year 2 - 2027	Semester 1 Units	CP	Semester 2 Units	CP
	COM215 Public Relations in Society	3	COM214 Communication Strategy and Planning	3
	COM202 Content Creation	3	Course Specified Elective	3
	COM200 Communication Research (course core unit)	3	Major 2 or option	3
	Major 2 or option	3	Major 2 or option	3
	Total	12	Total	12
Year 3 - 2028	Semester 1 Units	CP	Semester 2 Units	CP
	COM302 Web Analytics	3	COM306 Specialist Communication (course core unit)	3
	COM345 Issues and Crisis Management	3	COM307 Campaign Management	3
	Major 2 or option	3	Major 2 or option	3
	Course Specified Elective	3	Course Specified Elective	3
	Total	12	Total	12

TOTAL CREDIT POINTS 72

Semester 1 notes	Semester 2 notes
For specified electives, recommended co-majors, minors and options, see here: https://handbook.murdoch.edu.au/courses/31/B1342	For specified electives, recommended co-majors, minors and options, see here: https://handbook.murdoch.edu.au/courses/31/B1342

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 13/11/2025.